

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LIX.

NEW YORK, JUNE 12, 1907.

NO. 11.

The
Bates Advertising Company
is
developing
more
new
advertising
than
any
other
Agency
in
this
country,
and
it
retains
its
old
customers.

CONVERSE D. MARSH,
Chairman Executive Committee,
THE BATES ADVERTISING COMPANY,
15 Spruce St., New York.

THE ROLL OF HONOR

is a department among the advertising pages of PRINTERS' INK in which every paper is entitled to appear which has submitted a detailed statement to Rowell's American Newspaper Directory of the number of complete and perfect copies issued for the period of an entire year preceding the date of such statement. No paper which has not submitted such a statement, covering the period of one entire year, can secure a place upon the Roll of Honor for either *Love or Money*.

PRINTER'S INK is the *one* journal that can give such a department the integrity which makes it valuable to advertisers and the publicity which will produce results for publishers appearing therein. A rating in the Roll of Honor practically fixes the circulation of a paper beyond dispute. The establishment of such a method, capable of being kept all the time up-to-date, marks an era almost as important in scientific advertising as was the establishment, in 1869, of Rowell's American Newspaper Directory. The Roll of Honor is the only organized weekly service in existence anywhere through which the honest and progressive publisher, entitled to membership, can bring before the advertisers of the United States his increase of circulation for a week, a month or a quarter just past. It is a satisfactory guarantee of the publisher's truthfulness and good faith. In reports of this kind every prominent advertiser is vitally interested. The Roll of Honor is a unique and choice service for choice mediums. It is the only authoritative source of such information to be had at any price, and the expense of it is merely nominal.

Roll of Honor advertising costs 20 cents a line, or \$20.80 for a two-line advertisement for one year. If cash in advance for one year accompanies this order, a discount of 10 per cent may be deducted.

For further information, if desired, address,

THE PRINTERS' INK PUBLISHING CO.,
NO. 10 SPRUCE ST., NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

OL. LIX.

NEW YORK, JUNE 12, 1907.

No. 11.

MERIT WON THIS FIGHT.

COMPETITION TRIED IN VAIN TO OVERTHROW POMPEIAN MESSAGE CREAM—A COMBINATION OF GOOD ARTICLE, EXCELLENT DISTRIBUTION AND WIDE ADVERTISING DO THE TRICK.

In August, 1902, not quite five years ago, F. W. Stecher, a Cleveland druggist, decided that a message cream that he had been perfecting for several years was at least good enough to advertise, so he invested \$229 for two advertisements—one each in *Munsey's* and the *Delineator*. This year, the Pompeian Manufacturing Company, of which Mr. Stecher is now president, will spend nearly a quarter of a million dollars in advertising his message cream, and next year the appropriation will be considerably larger.

Advertising a good product in the right way did it. From the first, Mr. Stecher and his associates pinned their faith to printer's ink. As fast as money came in it was put out again in advertising. The business public saw only the advertisement and thought the game an easy one. Countless imitations were put on the market. But the money of imitators was generally traded for experience alone. The Pompeian Company simply proved the old truth that success lies principally in doing the right thing first. The message idea as first expounded was comparatively easy. It was possible to expend money in advertising and get it back more or less quickly. Not so with the campaign of imitators.

And though the Pompeian Company was first in the field and

made the most of getting the jump on the dealer and consumer, yet its early days had many dubious hours, particularly when the peculiarly delicate nature of their product made it seem almost impossible to manufacture it without occasional great loss in maintaining the necessary quality.

One instance in the early days is worth recording. About a year and a half after advertising had been started things were going nicely and a big lot of cream had been sent out. But during a certain period the expert chemist was unable to analyze all raw and finished products, and reports began to come in that the cream was not keeping as it should. Thousands of dollars' worth of it were out on druggists' shelves all over the United States. To take it back might mean bankruptcy. It was a momentous question, but the men at the head decided that the cream must come back at any cost. So it was sent for. Express was paid both ways, and new cream that would keep replaced it. This act of honesty cost \$15,000 and almost broke the company. It was a close squeeze but the confidence inspired and the friends made by the act offset the great expense, and since then Pompeian Message Cream as kept on the road to success.

When the company started there was not only no message cream advertised but there was also only a small market for the product. To-day the Pompeian Company's cream remains the only "rolling" message cream that is nationally advertised, but the whole world has been taught to use message cream and is using it. By "rolling" is meant a quality that makes the cream rub in and roll out,

bringing the pore-dirt with it. Of course the principle is the opposite to that of a cold cream, and the two should not be competitive, as each has its purpose.

To-day there is not a civilized state on earth which does not order Pompeian Cream. The makers consider this fact the best evidence of merit that they have. But the fact that makes the foreign orders come is the same fact that accounts for the failure of other makers to advertise on a national scale; namely, that the Pompeian Cream is one of the very few that has been perfected so that it has a high degree of sustained quality. Just what process or ingredient gives the cream this virtue is what thousands have tried to discover, but so far it seems to have eluded most everybody.

In Cleveland alone a half dozen other massage creams have been exploited without success. Competition found that it not only had to deal with a fickle article but with a cream whose aggressive advertising had given it practically complete distribution. The dealer is retreating further into his shell every day, and it takes a bigger and bigger advertising outlay to draw him out. "Create the demand," he says, and in a voice that has less encouragement daily.

The Pompeian people adopted a peculiar shaped jar and it has become the model for many imitation massage creams. Pompeian Cream was made pink in color, and strangely most other massage creams are pink, too. But infringements on the Pompeian label and style of jar have been prosecuted relentlessly and in most cases successfully. Still nobody seems disposed to see how close he can come to the name "Pompeian" without seeming to infringe, and it is whispered that even the Pompeian people themselves might admit in the seclusion of a director's meeting that there are other names more easily remembered and more easily and unhesitatingly pronounced and spelled.

During the five years that Pompeian Cream has been advertised

two objects have been kept in mind; one was to effect distribution and the other to create a demand by educating people to the value and use of the cream and to send these people to the dealer.

To-day distribution is practically complete. The product may be obtained in every town and village in the country. This spring nearly 9,000 druggists had window displays lasting from one week to a month, and 3,000 druggists were using Pompeian electros in their newspapers by special arrangement.

This year the company is using sixty magazines. Pompeian advertising appears eight or ten times a year in the magazines, the spaces taken being full pages in magazines of standard size, and 200 to 224 lines in such papers as the *Saturday Evening Post*, *Collier's*, *Success*, the *Woman's Home Companion*, etc.

Back pages and colors have been popular with the company this year. These were taken in *Good Housekeeping*, *All Story Magazine*, *Argosy*, *Associated Sunday Magazines*, *Everybody's*, *American*, *Success*, *Christian Herald*, *Home Magazine*, *McCall's*, and a colored insert in *Collier's*. In February the company ran the largest ad in its history, a double page, one color, in the *Saturday Evening Post*. This one ad cost \$3,600, nearly eighteen times the entire first advertising appropriation of the company.

All of the Pompeian Cream advertising for women is notable for one thing, it always has a picture of a beautiful woman. Sometimes the jar is used, too, but the woman always. One woman's picture has been seen by perhaps more millions of people through Pompeian advertising than that of any other model in the country. The name of this woman is carefully concealed but she lives on Long Island somewhere. One very effective advertisement showed the mother and the boy, and asked readers to decide whether they were thus related or were brother and sister. The point, of course, was that Pompeian Cream preserves youth.

(Continued on page 6).

“The Bulletin every evening goes into nearly every Philadelphia home.”

NET AVERAGE FOR MAY

245,835 Copies a Day

“The Bulletin’s” circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher

Just by the way, it may be remarked that the Pompeian people are helped to judge the attractiveness of their cuts by the number of proposals sent them to be transmitted to the model. Some come in every week. Many men also write in for samples and say, "I want my wife to keep young looking."

All advertisements are keyed and the results systematically tabulated for the use of Mr. W. W. Wheeler, the advertising director.

About 2,000 letters are received every day asking for free sample and booklet, that are offered in every advertisement. Until a year or so ago people writing for samples were referred to a specific dealer, but since such complete distribution has been effected a form letter, stating that the nearest druggist has Pompeian Cream, is sent to each inquirer.

Inquiry costs are carefully kept track of and they range as low as sixteen cents. Users of massage cream seem to be about equally distributed through all the social strata. Perhaps no inquiries come directly from kings or queens or from the poorhouses, but all the way between women and men seem interested.

Speaking of men and massage cream it might be well to say right here that men are interested almost as much as women. Just now a special effort is being made to get the men. Cleanliness and the use of the cream after shaving are the appeals for men, and advertisements are running now that will reach about 30,000,000 readers of magazines with a masculine bias.

Pompeian Cream has always been advertised distinctly as not a cosmetic, but a cream which promotes good looks through cleanliness. Coupons have been used extensively, and the experience of the company is that they facilitate answering and increase the number of replies received.

Painted bulletins are being used to some extent.

Occasionally big excursions are made into the newspapers. This is usually when some out of the ordinary opportunity offers, such

as was the case on May 12th when a page was used in the *Cleveland Leader*. The *Leader* had just announced that Miss Pearl Sebolt, of Florence, Ohio, had been adjudged the most beautiful woman in Ohio. The paper carried on the contest and of course copyrighted the picture of Miss Sebolt. As soon as the winner had been announced the Pompeian people wrote Miss Sebolt congratulating her and offering as a tribute a dozen jars of their cream. Quite unexpectedly the beauty replied with thanks stating that she was not a stranger to the merits of their product. Here was a chance. A page was quickly secured and with Miss Sebolt's picture in one corner and the Pompeian jar in another, and with the two letters side by side, the tide was taken at the flood and Pompeian scored a local triumph.

Copy for the Pompeian ads is written partly in the office of the company and more largely in the office of the George Batten Company, New York, which places all of it. The Pompeian account from the very start has been in the hands of Mr. W. H. Johns, vice-president of the Batten Company, and large credit is due him for the growth of the business. For printing circulars, booklets and small advertising matter, as well as office forms, the company has a little printing plant of four presses. From the Cleveland office all the inquiries are handled and the correspondence and work with 50,000 druggists and almost as many barbers is carried on. The advertising department keeps in touch with the people who handle the cream, asking them questions as to the attitude of consumers and the effect of advertising.

German Families are Large

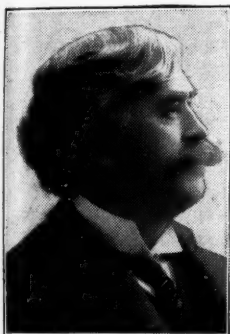
and large families are large consumers. Think what a quantity of goods the 140,000 or more German Families consume that you reach by advertising with us. Rate. 35c. flat. Why not let us run your ad in the

Lincoln Freie Presse

LINCOLN, NEB.

Weed Out Weak Mediums

and Make Your List Stand the Test of Actual Cash Returns.



Publications which do not bring inquiries and a large percentage of orders should be ruthlessly eliminated.

The Pierce Publications invite the severest tests to which advertising mediums can be subjected. If they do not "make good" they do not expect to be retained.

The Pierce Publications are the best papers in the most productive class of mediums—the agricultural press.

The Pierce Weeklies (THE IOWA HOMESTEAD, of Des Moines, Iowa; THE FARMER AND STOCKMAN, of Kansas City, Mo., and THE WISCONSIN FARMER, of Madison, Wis.), are the strongest localized agricultural proposition covering a contiguous field in the world.

The Pierce Weeklies have 58,283 subscribers in Iowa, 21,043 in Wisconsin, 17,359 in Illinois, 15,542 in Nebraska, 26,215 in Kansas, 19,575 in Missouri, 11,286 in Oklahoma and Indian Territory, 9,880 in Minnesota, 6,975 in the Dakotas, and about 7,000 in other States and foreign countries. They cover the richest agricultural region on earth. Combined circulation of the three Pierce Weeklies, 190,000. Price of display space, 60 cents per agate line, flat.

The Pierce Publications also include two monthlies, the beautiful FARM GAZETTE, Des Moines, 60,000; and THE HOMEMAKER, Des Moines, 120,000.

Space in the five Pierce Publications, 370,000 circulation, \$1.00 per agate line, flat.

THE PIERCE PUBLICATIONS,

**Central Office: Homestead Bldg.,
DES MOINES, IOWA.**

CUSTOM TAILOR'S ADVERTISING.

WHAT THE ENGLISH TAILORS ARE DOING—PROSPECTS OF MAIL-ORDER BUSINESS—MAGAZINES, BACKED BY FOLLOW-UPS, GOOD MEDIA.

No matter from what point of view the problem of custom tailoring as a business-getting proposition is studied, one cannot help being impressed with its great possibilities. The field for custom tailoring, in the vast majority of cases, has only just been scratched over. It is surprising, on looking around, to find the trade composed of so many small merchants who will cheerfully tell you that they could not get more business if they tried.

On the other hand, there are many men in the business, seemingly intelligent, who, when questioned on the subject of increased business, coolly shrug their shoulders and launch the statement that they could not handle more business if they got it. They forget that the concern with orders on its books can always procure ample financial accommodation to execute those orders. Banking institutions, for instance, will freely support the honest merchant, provided he shows signs of progression; but seldom assist the man who is satisfied to stand still.

It is next to impossible to find such conditions existing in any other line. The men who direct those lines of business that have achieved the greatest successes, look upon the man with sufficient earning power to buy and pay for their product as profitable game. They go after him, using legitimate methods, until he is either on their books as a customer, or a reason for failure to secure his trade is known.

Were the tailor to follow this plan, there is not the slightest doubt that the government statistics would not show the decrease of twenty-five per cent in custom tailoring establishments that they now do. The chief trouble with the tailor is that he does not understand mankind as he should.

He imagines that were he to launch out as an advertiser, he

would create the impression in the mind of the average man that his productions were just clothing—not creations. He absorbed this idea long ago, no one knows how, and although he is up-to-date enough to change his ideas on style in clothes with each season, he still sticks to his old prejudice on the subject of increased business. In his very limited knowledge of business methods, he can usually be classed with the artist and the author.

In every instance where a man possessing business-getting knowledge has combined his efforts with those of the tailor, the business has gone ahead. Nevertheless, the tailor is not content to run along in his present rut. He would become a bigger merchant if he only knew the way, and could be made to understand that his status as an artist-in-clothes would not be impaired by advertising—provided it is of the right kind. His financial standing is not usually a large one, but generally is sufficient for the preliminaries of an aggressive campaign that would enlarge his business.

It will surprise many advertising men to learn that English custom tailors advertise to a large extent in magazines and illustrated papers. That it pays handsomely is evidenced by their continued appearance year after year. Take one English magazine alone—*The Illustrated Sporting and Dramatic News*—and we find quite a number of custom tailors using eighth and quarter page spaces for special display ads. The American custom tailor may tell you that these London tailors do only the cheaper class of business; but this is not so. The writer, who is a practical tailor and designer of men's clothes, has worked at his profession in the West End of London, and thoroughly knows the personnel of the firms advertising in the magazine quoted above. With two exceptions, they are doing the medium class trade. Messrs. E. Tautz & Sons, and Hammond & Co., Ltd., are firms famous among members of the trade as two of the most exclusive custom tailoring houses

in Great Britain. They are the two exceptions mentioned, and use a half page space to tell their story. They are the largest users of magazine space in the exclusive tailoring trade.

First-class tailors who advertise in magazines are not confined to London, for in almost every city in the provinces of Great Britain we find tailors using them profitably. As an example, take Hamilton & Co. of Portrush, Ireland, who, starting out in a small way, placed almost the whole of their capital in a magazine and newspaper campaign, with the result that to-day they are in a very

enue, New York. His view is a fair sample of that held by the majority of the men in the trade. He had tried newspaper advertising in New York City, his ads appearing every other day for two weeks. He had advertised in Horse Show and other similar programmes. He could not trace any appreciable results from this expenditure, and in consequence, figured that advertising did not pay.

If he intended using newspapers, he should have used them, say, three or four months, starting with the beginning of the season, and regularly changing his



HAMMOND & CO., LTD.,
465, OXFORD ST.,
LONDON, W.

HAMMOND & CO., LTD. (Established nearly a Century.)

LEATHER BREECHES AND TROUSERS MAKERS, MILITARY AND SPORTING TAILORS,
465, OXFORD STREET, LONDON.

Branches:--PARIS: 2, PLACE VENDÔME; VIENNA: 1, TERTIUMFARBE, 1; BRUSSELS: 41, RUELEOPOLD DE WITTEB.

Telegraphic Address:--"BEECHER," LONDON. PARIS, VIENNA, and BRUSSELS.

Sole Agents in Australia: BUCKLEY & WILSON, Ltd., Bourke St., Melbourne. Sole Agents in South Africa: HEPWORTH, Ltd., Cape Town.
By Special Appointment to: H.M. THE KING, H.M. THE PRINCE OF WALES, H.M. THE KING OF SPAIN,
H.M. THE LATE QUEEN VICTORIA, H.M. THE EMPEROR OF AUSTRIA, H.M. THE KING OF PORTUGAL, &c.

HAMMOND'S "BLOUSE-COAT" for SHOOTING, GOLFING, and FISHING (No. 421000)

HAMMOND & CO., LTD., beg to draw attention to their "BLOUSE-COAT" for SHOOTING, GOLFING, and FISHING, and state the following advantages over the ordinary Norfolk or Shooting Jacket--It consists of two garments, having the appearance of a Norfolk Jacket when worn together, but each can be worn separately, and has been designed to relieve the shoulders of the weight of the skirt of the Norfolk Jacket when SHOOTING, the Skirted Body Coat carrying all the weight, so that the arms are quite free from any downward drag when the gun is raised.

When used for GOLF it can be worn with or without the Body Coat, leaving the arms perfectly free, and if worn with the Skirted Body Coat only, there are no straps to hamper the stroke.
For FISHING, it has the great advantage of doing duty with the Skirt when worn with waders.



HAMMOND'S "BLOUSE-COAT," for
SHOOTING, GOLFING, and FISHING.
Weight of Skirted Body Coat completely taken off the arms when
worn. Skirted Body Coat provides when skirting a stroke at Golf. Can also
be worn with a Skirted Body Coat, without the Skirted Body Coat, for FISHING.



The "HAMMOND" LEGGING.
Patent No. 421000.



HAMMOND'S "BLOUSE-COAT," for
SHOOTING, GOLFING, and FISHING.
Weight of Skirted Body Coat completely taken off the arms when
worn. Skirted Body Coat provides when skirting a stroke at Golf. Can also
be worn with a Skirted Body Coat, without the Skirted Body Coat, for FISHING.

substantial way of business, and are one of the biggest mail-order tailoring establishments in the United Kingdom. There is not the slightest doubt that these English firms do not continue to advertise for the fun of seeing their names in print. Their continued appearance is profitable to them.

An illustration of the attitude of the majority of the tailoring men of the United States on magazine and newspaper publicity, can be obtained from a conversation the writer recently had with a prominent tailor on Fifth av-

enue, New York. His view is a fair sample of that held by the majority of the men in the trade. He had tried newspaper advertising in New York City, his ads appearing every other day for two weeks. He had advertised in Horse Show and other similar programmes. He could not trace any appreciable results from this expenditure, and in consequence, figured that advertising did not pay. If he intended using newspapers, he should have used them, say, three or four months, starting with the beginning of the season, and regularly changing his

is a sample received through the mail. It is supposed to be a business-getter:

NEW YORK, May 6, 1907.

DEAR SIR—Owing to the month of March being a large borrower this season, and having borrowed the whole of April—hence accounting for your delay in ordering Spring clothes.

That being the case, you need not wait any longer. March has no credit with May—no more borrowing. You will save time by taking our word for that. We look for you on the next train to inspect our New and Extensive Selections.

Yours as ever,

&

This is a form-letter. It is intended as an advertisement. How many people receiving it would feel like placing their orders with the firm? It is more likely to create the impression that the firm's productions were as great a joke as their letters. It is just a waste of paper and ink to send out such "literature."

No better form of advertising for the tailor could be devised than the follow-up system, but the matter must be effective, well written and tastefully displayed, otherwise it is a waste of money. Back this with general publicity, and the business cannot help coming along.

It is a good plan to quote prices. There's hardly a man who does not want to know "how much" before he commits himself to a tailor. Most of the English firms who advertise, not only quote prices, but their copy is designed to draw mail-order business. W. Evans & Co., besides other media, use the weekly edition of the *London Times*. In their advertisement they include a self-measurement form and publish

their prices, which run up to 8 Guineas (\$42.00) for a Dress Suit; 5½ Guineas (\$29.00) for a Sack Suit; and 6 Guineas (\$31.50) for an Overcoat.

The custom tailors of the United States could be made to open out as advertisers. Their status as exclusive expert tailors would not be impaired, but their ordinary business would be increased, and an extensive mail-order business procured.

MARCUS SIMPSON,
Editor *American Gentleman*.

PAGE AFTER PAGE OF GET-RICH-QUICK

Advertising is refused publication in THE CHICAGO RECORD-HERALD which is printed by some of its contemporaries.

Did you ever hear of a "get-rich-quick" scheme which paid an honest dividend?

May, 1907, Circulation

Daily average - - 151,175

Sunday average - 216,550

THE CHICAGO
RECORD-HERALD

The Des Moines Capital

as usual, published more advertising of all kinds in April in twenty-six issues than any competitor in thirty issues. The CAPITAL is absolutely first in its field. It has the largest circulation in Des Moines and the largest in the State of Iowa. It is a State newspaper and if you're after business in this great commonwealth the CAPITAL will get it for you. It gives the biggest service at the lowest cost.

Eastern Offices—O'MARA & ORMSBEE, Brunswick Bldg. - New York, N. Y.

LAFAYETTE YOUNG, Publisher.

THE JUNE MAGAZINES.

An interesting analysis of the first sixty days of a magazine campaign is made by the Ireland agency, Philadelphia, following a report from its client on inquiries and orders received. This particular campaign was somewhat restricted in mediums, for it included only the *Saturday Evening Post*, *McClure's* and *Munsey's*. But with these three magazines the advertiser managed to reach twenty-five million readers in two months, on a basis of five readers per copy. Upwards of five million copies of the advertisement were circulated in that time. The *Saturday Evening Post*, four insertions, 725,000 circulation, gave nearly 3,000,000, or over half. *Munsey's*, with 650,000, had two insertions, and *McClure's* (414,000) also had two. Nothing is said concerning the character of the advertising or product, or about

ADVERTISING IN LEADING MONTHLY MAGAZINES FOR JUNE.

(Exclusive of Publishers' own advertising.)

	Pages	Ag. Lines
World's Work.....	175	39,341
Country Life in America (cols.).....	218	37,537
Review of Reviews.....	150	33,742
McClure's.....	144	32,448
Everybody's.....	136	30,660
System.....	127	28,592
Munsey's.....	117	26,368
Cosmopolitan.....	115	25,800
Ladies' Home Journal (cols.).....	118	23,600
Outing Magazine.....	104	23,504
Sunset (May).....	102	22,975
Scribner's.....	99	22,296
Harper's Monthly.....	98	22,032
Business Man's Magazine (May).....	97	21,857
American Magazine.....	97	21,844
Century.....	95	21,438
Pacific Monthly.....	92	20,667
Woman's Home Companion (cols.).....	93	18,763
Good Housekeeping.....	83	18,592
Reader.....	77	17,439
Suburban Life (cols.).....	99	16,941
Delineator (cols.).....	120	16,148
World To-Day.....	67	15,046
Success (cols.).....	84	14,451
Pearson's.....	63	14,228
Yachting (cols.).....	96	13,824
Normal Instructor (cols.).....	78	13,348
American Homes and Gardens (cols.).....	74	12,465
Ainslee's.....	54	12,270
Metropolitan.....	51	11,608
Red Book.....	50	11,274
Housekeeper (cols.).....	56	11,205
House Beautiful (May—cols.).....	77	11,198
Recreation (cols.).....	65	11,120

	Pages	Ag. Lines
Field and Stream.....	48	10,798
New Idea Woman's Magazine (cols.).....	75	10,151
House and Garden (cols.).....	69	10,078
Ladies' World (cols.).....	50	10,072
Designer (cols.).....	73	9,857
Technical World Magazine.....	42	9,573
Harper's Bazar.....	42	9,444
Out West (May).....	41	9,296
Garden Magazine (cols.).....	70	9,158
Lippincott's.....	39	8,927
McCall's Magazine (cols.).....	66	8,904
Argosy.....	37	8,488
Current Literature.....	37	8,288
World's Events (May—cols.).....	48	8,182
Etude (cols.).....	48	8,030
Broadway Magazine.....	35	7,952
Home Magazine (May—cols.).....	40	7,671
Popular Magazine.....	33	7,476
Travel Magazine (cols.).....	49	7,231
Theatre (cols.).....	42	7,175
Modern Priscilla (cols.).....	41	6,980
Strand.....	30	6,916
Health Culture.....	30	6,866
All-Story Magazine.....	30	6,730
Smith's Magazine.....	29	6,692
Overland Monthly (May).....	28	6,422
Gunter's Magazine.....	28	6,272
Circle (cols.).....	37	6,221
Van Norden Magazine.....	26	5,964
American Boy (cols.).....	29	5,882
Human Life (cols.).....	31	5,855
Health (May).....	24	5,476
Bookman.....	24	5,433
Putnam's Monthly.....	24	5,376
Farming (May—cols.).....	37	5,328
Smart Set.....	22	4,928
Wide World Magazine.....	21	4,889
Star Monthly (cols.).....	31	4,535
Appleton's Magazine.....	20	4,513
St. Nicholas.....	17	3,808
Blue Book.....	16	3,584
New England Magazine.....	15	3,360
Benziger's Magazine (cols.).....	17	3,258
Scrap Book.....	12	2,760
Transatlantic Tales.....	12	2,754
Railroad Man's Magazine.....	8	1,792
Ocean.....	5	1,192
Philistine (May).....	19	1,185

ADVERTISING IN LEADING WEEKLY MAGAZINES FOR MAY.

(Exclusive of Publishers' own advertising.)

Week ending May 4:

	Cols.	Ag. Line
Saturday Evening Post...	59	10,065
Collier's.....	48	9,284
Life.....	60	8,531
Independent (pages).....	38	8,512
Vogue.....	51	8,015
Literary Digest.....	52	7,390
Outlook (pages).....	29	6,496
Churchman.....	34	5,479
Christian Herald.....	23	3,917
Scientific American.....	17	3,705
Leslie's Weekly.....	15	3,152
Associated Sunday Magazine.....	15	2,837
Christian Endeavor World	14	2,784

Week ending May 11:

	Cols.	Ag. Line
Collier's.....	49	9,319
Saturday Evening Post...	46	7,918
Vogue.....	49	7,668
Literary Digest.....	52	7,400
Outlook (pages).....	30	6,892
Churchman.....	25	4,092
Leslie's Weekly.....	20	4,066
Christian Herald.....	22	3,892
Christian Endeavor World	19	3,600

	Cols.	Ag. Lines
Independent (pages).....	16	3,584
Associated Sunday Magazine.....	19	3,569
Scientific American.....	14	2,875
Life.....	20	2,807
Week ending May 18 :		
Saturday Evening Post ..	61	10,494
Collier's.....	50	9,600
Literary Digest.....	40	5,747
Life.....	40	5,625
Leslie's Weekly.....	28	5,600
Outlook (pages).....	25	5,600
Vogue.....	34	5,410
Churchman.....	25	4,088
Christian Endeavor World	18	3,486
Independent (pages).....	15	3,360
Associated Sunday Magazine.....	15	2,755
Christian Herald.....	15	2,646
Scientific American.....	12	2,496
Week ending May 25 :		
Vogue.....	177	27,730
Outlook (pages).....	102	22,904
Collier's.....	63	11,988
Saturday Evening Post...	62	10,540
Literary Digest.....	55	7,859
Churchman.....	28	4,512
Independent (pages).....	16	3,584
Leslie's Weekly.....	17	3,505
Life.....	23	3,298
Scientific American.....	16	3,174
Associated Sunday Magazine.....	15	2,812
Christian Endeavor World	12	2,329
Christian Herald.....	12	2,096
Week ending June 1 :		
Collier's.....	51	9,700
Saturday Evening Post...	45	7,650
Literary Digest.....	44	6,348
Outlook (pages).....	27	6,203
Churchman.....	35	5,700
Vogue.....	35	5,538
Leslie's Weekly.....	21	4,234
Christian Herald.....	22	3,825
Independent (pages).....	17	3,808
Scientific American.....	16	3,317
Associated Sunday Magazine.....	13	2,384
Christian Endeavor World	12	2,334
Life.....	13	1,900
Totals for May :		
Vogue.....		54,361
Collier's.....		49,891
Outlook.....		48,095
Saturday Evening Post...		46,667
Literary Digest.....		34,804
Churchman.....		23,871
Independent.....		22,848
Life.....		22,161
Leslie's Weekly.....		20,557
Christian Herald.....		16,386
Scientific American.....		15,567
Christian Endeavor World		14,533
Associated Sunday Magazine.....		14,357

the form the advertiser's proposition took. But the agency figures, first, that one-third of these readers were of the kind the advertiser wishes to reach, or 8,500,000. Second, the advertising was probably read by one-half of these desirables, or 4,250,000. Third, it is necessary to allow a wide margin for duplication in so restricted a campaign, and so fifty per cent is

deducted on that account, and the net number of readers that it is safe to assume have been reached and made familiar with the proposition is about two million. The direct mail orders received by this advertiser are taken as a basis for estimating the pulling power of the different mediums. On a basis of actual cost per sale, counting these mail orders alone, it was found that the three magazines pulled with a surprising degree of equilibrium. Irrespective of cost of space, or number of insertions, the cost to get an order through the *Saturday Evening Post* was 29 per cent, through *McClure's* 34 per cent, and through *Munsey's* 37 per cent. While the *Saturday Evening Post* made the best showing in actual cost, however, *McClure's* brought the best returns on a basis of circulation, and *Munsey's* stood second. This is explained, says the agency, by the character of each magazine rather than circulation, as *McClure's* was deemed to be best suited to that particular advertiser's proposition. While these deductions are not held to prove anything very vital, and would certainly not apply to other campaigns, still they give valuable pointers on the drift of the campaign, and are considered worth making at the outset.

MAGAZINE NOTES.

The *Hibbert Journal*, England's well-known quarterly review, has lately sent its editor, Professor L. P. Jacks, to this country to form an American advisory board and secure American contributions. Business arrangements have also been made for advertising and circulating the publication in this country.

Samuel S. Chamberlain, the new editor of the *Cosmopolitan*, was formerly connected with the *New York American* as managing editor, and before that editor of the *San Francisco Examiner*. In the early Eighties he founded the *Morning News* at Paris, France, and was also on the staff of the *New York Herald*.

The *American Boy* submits some interesting figures on subscription renewals. When that magazine was started seven years ago, says J. Cotner, Jr., an experienced publisher expressed the opinion that a publication for boys would have to seek a new clientele each year. But last December, the heaviest month on expirations, the *American Boy*

succeeded in getting over sixty-seven per cent of renewals on expired subscriptions, by easy and inexpensive means, while its average all year round is seldom below sixty per cent.

Field and Stream now guarantees the reliability of its advertisers, and is said to be the first sportsmen's magazine to do so. In a recent issue appeared this pertinent talk on substitution: "*Stung! Stung?* Sure we have been stung, one way or another, not always by a wasp, but many a time by an unscrupulous merchant who has persuaded us to buy something "*just as good,*" when we have asked for an advertised article. He pushed the substitute, as it yielded him a greater profit. The wise boy who is stung once is pretty careful about fooling with the wasp's nest the second time. We offer you the *preventative*. Buy advertised goods, as they have a reputation to sustain, and we join with the manufacturer in guaranteeing them. When, therefore, you see a brand of goods advertised with us, it generally means that this brand has been on the market for some time, that the goods are made with all the economies possible to the large producer (and so can be sold cheaper, quality considered), are already more or less established in public favor, are widely distributed, and that a responsible firm is willing to back their merit with its money."

After much careful thought, *Success* has decided to exclude all investment advertising of a speculative character, because it is difficult to absolutely draw a line between good, doubtful and bad in this field. The publishers say: "Is it possible for the publisher to discriminate, admitting only those enterprises that are surely good? First of all, he must personally, or through some trusted agent, investigate every proposition submitted to his advertising columns for acceptance or rejection. Are reputable people behind the proposition—have they something to lose in reputation or money that will make them cautious about allowing their names to be used—do they honestly believe in their own enterprise, and have they a past record of good judgment in business matters? The second stage would be for the publisher himself to form his own opinion as to the success or failure of the enterprise. Usually he knows little of the special business, and his judgment would be that of a layman. Perhaps if he is very conscientious he gets the opinion of someone else in the business under investigation, but he cannot place much reliance upon such an opinion, for it may be biased either for or against the enterprise in question by some secret influence of which he knows nothing. When the publisher finally completes his investigation, he may be personally satisfied of many things, but he knows in his inmost soul that all business enterprises are more or less speculative, and success in these days of strenuous competition depends so greatly upon the skill, acumen, persistence, and financial strength of the *one man* at the head of the enterprise that if anything happens to him, even assuming that his ability and honesty are

SYSTEM

THE MAGAZINE OF BUSINESS

Columbia Phonograph Company

Sole Sales Agent for the
American Graphophone Company
Grand Prize, Paris, 1900 and St. Louis, 1904
EDWARD D. EASTON, President

THE SYSTEM COMPANY,
151 Wabash Ave.,
Chicago, Ill.

GENTLEMEN:

It gives me much pleasure to inform you that our advertising record for the two years and upwards, during which we have been using *SYSTEM*, shows that our returns from this advertising have been approximately 125 per cent greater in actual business than the returns from any other medium which we are using to advertise the Columbia Commercial Graphophone. Very truly yours,

J. W. BINDER, Manager.

SYSTEM

THE MAGAZINE OF BUSINESS

all that may be desired and the prospects for the enterprise bright beyond the ordinary, failure may readily result. Under such conditions two courses are open to the puzzled publisher. The one is to say in effect, "Well, I would invest in that proposition myself and take chances—and what is good enough for me should be good enough for my readers." This seems easy. But it involves a long chain of consequences. The second course is to lay down the rule that he will refuse the use of his columns to speculative stock selling advertising. He will not attempt to discriminate, thereby establishing precedents which will surely come back to worry him. If he adopts the one simple principle of excluding *all* speculative advertising, he cannot be accused of unfairness as between advertisers, and while he will of course suffer in advertising revenue he will at least have the satisfaction of knowing that he has done his part to protect his readers from those sad and serious losses which come so often when little fortunes are swept away or investments cannot be realized upon when money is needed.


A MAN complaining that the growth of his business was hampered by the scarcity of good men to delegate important duties to was recently reminded by a friend that human nature is today as it has always been, and that the complainant was voicing his own inadequacy rather than a condition peculiar to himself or his own business.—*The Mahin Messenger*.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

 The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham. Ledger, dy. Average for 1906, \$2,419. Best advertising medium in Alabama.

Montgomery. Journal, dy. Aver. 1906, 9,844. The afternoon home newspaper of its city.


ARIZONA.

Phoenix. Republican. Daily aver. 1906, 6,478. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith. Times. Evening (except Sat.) and Sunday morning. Daily average 1906, 4,388.


CALIFORNIA.

 **Oakland.** Herald. Average 1906, 19,667; Mar. 1907, 26,967. Only California daily circulation guaranteed by Rowell's Directory.

San Francisco. Sunset Magazine, monthly; literary; 192 to 224 pages, 5x8. Average circulation ten months beginning December, 1905, 64,500. Home Offices, Flood Building.


COLORADO.

Denver. Post. New people—new homes—new needs—all supplied by the "Want" columns of the Denver Post. Cir.—Dy. 62,645, Sundays 87,160.

 The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Bridgeport. Evening Post. Sworn dy. av. '06, 11,265.

 **Bridgeport.** Morning Telegram, daily. Average for May, 1907, sworn, 10,798. You can cover Bridgeport by using Telegram only. Rate, 1/5c. per line, flat.

Meriden. Journal, evening. Actual average for 1906, 7,580. First four months 1907, 7,734.

Meriden. Morning Record and Republican. Daily average for 1906, 7,578; 1907, 7,672.

New Haven. Evening Register, dy. Annual sworn aver. for 1906, 14,681; Sunday, 11,662.

New Haven. Palladium, dy. Aver. 1906, 8,686; 1907, 9,549. E. Katz, Special Agent, N. Y.

New Haven. Union. Average 1906, 16,481. First 3 mos., '07, 16,582. E. Katz, Sp. Agt., N. Y.

New London. Day, ev'g. Aver. 1906, 6,164; aver. for Apr., 6,515. E. Katz, Sp. Agent, N. Y.

Norwalk. Evening Hour. Daily average guaranteed to exceed 2,100. Sworn circulation statement furnished.

Norwich. Bulletin, morning. Average for 1906, 5,920; 1907, 6,559; Apr., 1907, 7,025.

Waterbury. Republican, dy. Aver. for 1906, 5,648; 1907, 5,951. La Coste & Maxwell.

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. Daily average for 1906, 25,577 (@).

FLORIDA.

Jacksonville. Metropolis, dy. Average 1906, 9,452. Mar. '07, 10,000. E. Katz, Sp. Agt., N. Y.

GEORGIA.

Atlanta. Journal, dy. Av. 1906, 46,028. Sunday 47,998. Semi-weekly 56,781; aver. 1906, daily, 50,257; Sun., 57,988; semi-wk., 74,916.

ILLINOIS.


Aurora. Daily Beacon. Daily average for 1906, 4,589; 1907, 6,454.

Chicago. Citizen. Daily average for 1904, 1,477.

Chicago. Bakers' Helper, monthly (\$1.00) Bakers' Helper Co. Average for 1906, 4,017 (@).

Chicago. Breeders' Gazette, wy.; \$2.00. Aver. circulation for year 1906, 70,000.

Chicago. Dental Review, monthly. Actual average for 1906, 2,705; for 1906, 4,001.

 **Chicago.** Examiner. Average for 1906, 649,846 Sunday, 173,000 Daily.

Guarantees larger circulation in city of Chicago than any two other morning papers combined. Has certificate from Association of American Advertisers.

Circulation for Sunday, 717,681. February, 1907; Daily, 192,271. Absolute correctness of latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's Newspaper Directory.

Chicago, Journal Amer. Med. Ass'n, weekly.
Average Jan., Feb., Mch., April, 1907, 50,562.

Chicago, Record-Herald. Average 1906, daily 111,743; Sunday 211,611. Average April, 1907, daily 151,648; Sunday, 216,377.

★ GUARANTY ★
The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (C).

Joliet, Herald evening and Sunday morning. Average for year ending April 30, 1907, 7,871.

Peoria, Evening Star. Circulation guaranteed more than 21,000.

INDIANA.

Crawfordsville, Journal. Objectionable ads excluded. Dy. and wy. average, 1906, 5,873.

Evansville, Journal-News. Av. for 1906, 16,899. Sundays over 18,000. E. Katz, S. A., N. Y.

Indianapolis, Up-to-Date Farming. 1906 av. 174,584. Now 200,000 4 times a mo., 75c. a line.

Notre Dame, The Ave Maria. Catholic weekly. Actual net average for 1906, 24,612.

Princeton, Clarion-News, daily and weekly. Daily average 1906, 1,501; weekly, 2,548.

Richmond, The Evening Item, daily. Sworn average net paid circulation for five months ending, May 31, 1907, 5,316. A circulation of over 5,000 guaranteed in all 1907 contracts. The Item goes into 80 per cent of the Richmond homes. No street sales.

★ GUARANTY ★
The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

South Bend, Tribune. Sworn daily average. Apr., 1907, 9,286. Absolutely best in South Bend.

INDIAN TERRITORY.

Muskogee, Times Democrat. 1905, average 2,381; average 1906, 2,514. E. Katz, Agt., N. Y.

IOWA.

Burlington, Hawk-Eye, daily. Ater. 1906, 8,764. "All paid in advance."

Davenport, Times. Daily aver. May, 13,698. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. Sworn average circulation for 1906, 41,751. Circulation, City and State, largest in Iowa. More advertising of all kinds in 1906 in 342 issues than any competitor in 365 issues. Rate 7c cents per inch. flat.

Des Moines, Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Average circulation for Mar. dy. 50,722.

Des Moines. Iowa State Register and Farmer, W. Y. Aver. number copies printed, 1906, 52,125.

Des Moines, The People's Popular Monthly. Actual average for 1905, 182,175.

Sioux City, Journal. Daily average for 1906, sworn. 28,705. Morning, Sunday and Evening Editions.

Sioux City, Tribune, Evening. Net sworn daily average 1906, 27,170; Apr., 1907, 31,855. You can cover Sioux City thoroughly by using The Tribune only. It is subscribed for by practically every family that a newspaper can interest. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Hutchinson, News. Daily 1906, 4,260. Mar., 1906, 4,650. E. Katz, Special Agent, N. Y.

Lawrence, World, evening and weekly. Copies printed, 1906, daily, 5,778; weekly, 5,054.

Pittsburg, Headlight, dy. and wy. Actual average for 1906, daily 5,962, weekly 8,278.

KENTUCKY.

Lexington, Leader. Ar. '06, evg. 5,157. Sun. 6,793; Jan. '07, 5,556. Sy. 6,891. E. Katz, S. A.

Owensboro, Messenger. Daily aver., 4 mos. ending Apr. 30, '07, 8,499; aver. Apr., 8,702.

LOUISIANA.

New Orleans, Item. Average Feb. 1907, high water mark. 27,610; average for 1907, 27,347, average for 1906, 24,615. A high-class newspaper of known circulation. Want advertisements a specialty.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1906, 1,271,982.

Augusta, Kennebec Journal, dy. and wy. Average daily, 1906, 7,656.

Bangor, Commercial. Average for 1906, daily 9,695; weekly 28,573.

Madison, Bulletin, wy. Circ., 1906, 1,581. Only paper in Western Somerset Co.

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1906, 8,077.

Portland, Evening Express. Average for 1906, daily 12,806. Sunday Telegram, 8,041.

MARYLAND.

Baltimore, American, daily Average 1906, Sun., 77,485; d'y, 67,515. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1906, 69,314. For May, 1907, 81,188.

★ GUARANTY ★
The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston, Evening Transcript (C). Boston's tea table paper. Largest amount of week day adv.

★ GUARANTY ★
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★ GUARANTY ★

Boston, Globe. Average 1906, daily, 182,936. Sunday 295,232. Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.

★ GUARANTY ★
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★ GUARANTY ★
★ GUARANTY ★

Wouldn't Do It!

In Richmond, Indiana, there are two daily papers, both evening. One of them is THE EVENING ITEM. The other, which has been making great claims, finally disputed THE EVENING ITEM'S supremacy in the circulation field. THE EVENING ITEM then made a bona-fide offer of \$1,000 to either the Y. M. C. A. or any public charity if its claim of supremacy in circulation could not be proven. It offered to submit to a searching investigation, conducted by any circulation actuary a committee of local advertisers might select, agreeing to pay the expenses of such an investigation. Only two conditions were made. The other paper should submit to the same sort of an investigation at the same time, and the circulation proven was to be bona-fide, paid circulation. *The other paper refused to agree to an investigation of its circulation claims and would not accept THE ITEM'S offer. Why? There is a reason!*

The Local Advertisers

of Richmond, Indiana, know the reason why the other paper would not consent to an investigation of its circulation. Although THE EVENING ITEM has advanced its local rates 20 per cent, *seventy-five per cent of the heaviest advertisers of Richmond have signed yearly contracts with THE ITEM, and they use it exclusively.* The largest advertisers in

the clothing business, the dry goods business, the furniture business, the hardware business, the grocery business and the largest and only genuine department store of the city use THE EVENING ITEM exclusively. They know THE EVENING ITEM has what it claims—the largest bona-fide circulation of Richmond and Wayne County.

The Evening Item

OF RICHMOND, INDIANA,

goes into eighty per cent of the homes of Richmond.

It has no street sales.

It has a larger circulation in surrounding towns of Wayne County, Indiana, and Preble County, Ohio, than any other paper, published anywhere.

It has the largest paid-in-advance rural route circulation of any paper published and claiming circulation in Wayne County.

It is the only Associated Press member in the Sixth Congressional District.

It has a Guarantee Star from the American Newspaper Directory and is on PRINTERS' INK Roll of Honor.

Its circulation guarantee is a part of every contract.

Western Representative,

A. W. ALLEN,

1502 Tribune Bldg., Chicago, Ill.

Eastern Representative,

M. C. WATSON,

256 Broadway, New York City.



BOSTON POST

Average for March, 1907. Boston Daily Post, 240,148, increase of 6,465 over January, 1907; Boston Sunday Post, March, 1907, 254,184, increase of 5,481 over January, 1907. First New England paper to put in linotypes. First New England paper to put in the autotype. Has in its big plant the largest and most expensive press in the world. Leads Boston newspapers in amount of foreign business. "The Great Breakfast Table paper of New England." Covers Boston and New England more thoroughly than any other paper. Bulk of its circulation delivered in homes of middle-class, well-to-do portion of community.

GUARANTEE The absolute correctness of the latest circulation rating accorded the Boston Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



Holyoke, Transcript, daily. Act. av. for year ending May, 1906, 7,529; 2 mos. '07, 7,542.

Lynn, Evening Item. Daily sworn av. year 1906, 15,068; Jan., 1907, av. 16,017. The Lynn family paper. Circulation absolutely unapproached in quantity or quality by any Lynn paper.

Springfield, Current Events. Alone guarantees results. Get proposition. Over 50,000.

Woburn, News, evening and weekly. Daily av. net paid circ. March, 1,639. Weekly, 1,451.

Worcester, Evening Gazette. Actual sworn average for 1906, 11,401 copies daily; Feb., '07, 15,506; March, 1907, 15,768. Largest evening circulation. Worcester's "Home" paper. Permission given A. A. A. to examine circulation.

Worcester, L'Opinion Publique, daily (© ©). Paid average for 1906, 4,282.

MICHIGAN.



Jackson, Citizen-Press. Only evening paper. Gives yearly averages, not weekly. It's Jackson's greatest daily. It carries more advertising and has the largest net paid circulation. No secrets. April daily average, 7,786.



Jackson, Patriot, Average Apr., 1907, 7,645; Sunday 8,537. Greatest net circulation. Verified by A. A. A. Sworn statements monthly. Examination welcomed.

Saginaw, Courier-Herald, daily, Sunday. Average 1906, 14,537; April, 1907, 14,761.

Saginaw, Evening News, daily. Average for 1906, 19,364; May, 1907, 20,511.

Tecumseh, Semi-Weekly Herald. Actual average for 1906, 1,158.

MINNESOTA.

Minneapolis, Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1906, 57,826.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1906, 57,187; average for 1906, 100,266; max., 1907, 104,100.

GUARANTEE The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis, Journal, Daily and Sunday (© ©). In 1906 average daily circulation 74,054.

GUARANTEE Daily average circulation for May, 1907, 75,955. Aver. Sunday circulation, May, 1907, 73,515. The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1906, 52,010.

CIRCULATION Minneapolis Tribune. W. J. Murphy, pub. Est. 1857. Oldest Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1906, was 81,272. The daily Tribune average per issue for the year ending December, 1906, was 103,164.



by Am. Newspaper Directory.

St. Paul, Pioneer Press. Net average circulation for January—daily 35,302. Sunday 24,487.



The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona, Republican-Herald, Av. Mar., 4,500 (Sat. 5,200). Best outside Twin Cities & Duluth.

MISSOURI.

Joplin, Globe, daily. Average 1906, 15,254, Apr., 1907, 17,248. E. Katz, Special Agent, N. Y.

Kansas City, Journal, City'n, 275,000, 206,825 Weekly—display and classified 60 cents a line. Sat. 70,000 Daily and Sunday—display, 15c.; classified, 7c. Combination Weekly and Sunday—display, 48c. Literature on request.

St. Joseph, News and Press. Circulation 1906, 26,079. Smith & Thompson, East. Reps.

St. Louis, National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1906, 8,000 (© ©). Eastern office, 50 Maiden Lane.

St. Louis, National Farmer and Stock Grower, monthly. Average for 1906, 104,200.

MONTANA.

Missoula, Missoulian. Every morning. Average 12 months ending Dec. 31, 1906, 5,107.

NEBRASKA.

Lincoln, Deutch-American Farmer, weekly. Average 1906, 147,032.

Lincoln, Freie Presse, weekly. Actual average for 1906, 150,784.

NEW HAMPSHIRE.

Manchester, Union. Av. 1906, 16,753, daily. N. H. Farmer and Weekly Union, 5,550.

Nashua, Telegraph. The only daily in city. Daily average year ending Dec., 1906, 4,571.

NEW JERSEY

Asbury Park, Press. 1906, 4,812. Gained average of one subscriber a day for ten years.

Camden, Daily Courier. Actual average for year ending December 31, 1906, 8,020.

Elizabeth, Journal. Av. 1904, 5,522; 1905, 6,510; 1906, 7,345; March, 1907, 8,161.

Jersey City, Evening Journal. Average for 1906, 23,005. First four months 1907, 24,069.

Newark, Eve. News. Net dy. av. for 1906, 68,022 copies; net dy. av. for Apr., 1907, 68,940.

Trenton, Evening Times. Av. 1906, 18,287; 3 mos. dy. av. Apr. 30, '07, 20,621; Apr., 20,682.

NORTH CAROLINA.

Albany, Evening Journal. Daily average for 1906, 16,251. It's the leading paper.

Batavia, Daily News. Average 1906, 7,227. Jan., 1907, 7,474. Nothing like it elsewhere.

Brooklyn, N. Y., 'Printers' Ink says THE STANDARD UNION now has the largest circulation in Brooklyn. Actual daily average for 1906, 49,389.

Buffalo, Courier, morn. Av. 1906, Sunday, 91,168; daily, 58,681; Enquirer, even., 32,682.

Buffalo, Evening News. Daily average 1906, 94,690; for 1906, 94,745.

Corning, Leader, evening. Average 1904, 6,258; 1905, 6,595; 1906, 6,555; Feb. v., 6,820.

Mount Vernon, Argus, evening. Actual daily average for 12 mos. ending Mar. 31, '07, 4,350.

Newburgh, News, daily. Av. '06, 5,477; 4,000 more than all other Newburgh papers combined.

NORTH DAKOTA.

Army & Navy Journal. Est. 1863. Actual weekly av. for '06, 9,706 (©©). 4 mos. to Apr. '07, 9,949.

Automobile, weekly. Average for year ending Dec. 28, 1906, 15,212.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1906, 6,453.

Benziger's Magazine, the only Catholic Family Magazine published in the United States. Guaranteed circulation, 65,000; rates 25c. an agate line. With September, 1907, issue, we guarantee 75,000 circulation and rates will be 50c. an agate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Av. for 1906, 26,611 (©©).

El Comercio, mo. Spanish export. J. Shepherd Clark Co. Average for 1906, 8,542—sworn.

Music Trade Review, music trade and art weekly. Average for 1906, 5,109.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1838. Actual weekly average for 1906, 11,708.

The People's Home Journal. 554,916 mo. Good literature. 452,500 monthly, average circulations for 1906—all to paid-in-advance subscribers. F. M. Lupton publisher.

The Tea and Coffee Trade Journal. Average circulation for year ending Sept., 1906, 6,421; September, 1906, issue, 6,998.

Theatre Magazine, monthly. Drama and music. Actual average for 1906, 60,003.

The World. Actual av. for 1906, Morn., 218,664. Evening, 359,957. Sunday, 449,228.

Rochester, Case an. Comment, mo., Law. Av. for year 1906, 22,601. Guaranteed 20,000.

Schenectady, Gazette, daily. A. N. Lecty. Actual average for 1906, 15,058; 1906, 15,809.

Syracuse, Post-Standard. Dy. cir. last 3 mos. 50,500 copies. The home newspaper of Syracuse and the best medium for legitimate advertisers.

Troy, Record. Average circulation 1906, 18,801. Average May, 1907, 20,118. Only paper in city which has permitted A. A. examination.

Utica, National Electrical Contractor, mo. Average for 1906, 2,625.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending March 31, 1907, 14,927.

NORTH CAROLINA.

Concord, Twice-a-Week Times. Actual average for 1906, 2,455; 1906, 2,262.

Raleigh, Times. North Carolina's foremost afternoon paper. Actual daily average Jan. 1st to Oct. 1st, 1906, 6,551; weekly, 5,200.

Winston-Salem leads all N. C. towns in manufacturing. The Twin-City Daily Sentinel leads all Winston-Salem papers in circulation and advg.

NORTH DAKOTA.

Grand Forks, Normanden. Av. yr. '05, 7,201. Av. for year 1906, 8,180.

OHIO.

Akron, Times, daily. Actual average for year 1906, 8,977; April, 1907, 9,605.

Ashtabula, Amerikan Sanomat. Finnish. Actual average for 1906, 10,690.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1906, 72,216; Sunday, 82,869; May, 1907, 71,886 daily; Sun., 90,245.

Coshocton, Age, daily. Net average 1906, 2,757. Verified by Asso. Amer. Advertisers.

Coshocton, Times, daily. Actual average for 1906, 2,128.

Dayton, The I. L. U. Journal, mo. National circulation. Av. for year ending April 30, '07, 14,811 copies. Critically read by 36,500 members of THE I. L. U. GRAND LODGE, the fraternal, beneficiary order of wage-workers. 5c. agate line, flat rate.

London, Democrat, semi-weekly. Actual average for 1906 3,668; now guarantees 3,800.

Newark, American Tribune leads in local and classified advertising. Ask for the figures. March average 3,727.

Springfield, Farm and Fireside, over ¼ century leading Nat. agricult'l paper. Cir. 455,000.

Springfield, Woman's Home Companion. Circulation, 600,000; 150,000 above guarantee. Executive offices, N. Y. City.

Warren, Daily Chronicle. Actual average for year ending December 31, 1906, 3,654.

Youngstown, Vindicator. Dy. av. '06, 18,740; Sp. 10,001; LaCoste & Maxwell, N. Y. & Chicago.

Zanesville, Times-Recorder. Av. 1906, 11,126. Guar'd. Leads all others combined by 50%.

OKLAHOMA.

Oklahoma City, The Oklahoman. 1906 aver., 18,918; Apr. 1907, 19,137. E. Katz, Agent, N. Y.

OREGON.

Mt. Angel, St. Joseph's Blatt. Weekly, May 3, 1907, 19,183.

Portland, Journal, daily. Average 1906, 25,578; for April, 1907, 29,022.

The absolute correctness of the latest circulation rating accorded the JOURNAL is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Portland, Pacific Northwest, mo. 1906 average 15,750. Leading farm paper in State.

PENNSYLVANIA.

Erie, Times, daily. Av. for 1906, 17,110; Apr., 1907, 18,495. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph. Sworn av. Apr., 14-426. Largest paid circulation in B'g or no pay.

"In Philadelphia nearly everybody reads The Bulletin."

NET PAID AVERAGE FOR APRIL.

263,247 copies a day

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.

Philadelphia. Conventioners' Journal. mo. av. 1905, 5,470; 1906, 5,514 (©©).

Philadelphia. German Daily Gazette. Aver. circulation, 1906, daily 52,922; Sunday 53,456, sworn statement. Circulation books open.

FARM JOURNAL PHILADELPHIA

"Unlike any other paper"

Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1906, 100,548; the Sunday Press, 137,863.

Philadelphia. West Phila. Bulletin, weekly. Circulation 5,000. James L. Waldin, publisher.

Seranton, Truth. Sworn circulation for 1906, 13,126 copies daily, with a steady increase.

West Chester. Local News, daily. W. H. Hodgson. Average for 1906, 15,297. In its 55th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York. Dispatch and Daily. Average for 1906, 17,769.

RHODE ISLAND.

Pawtucket. Evening Times. Aver. circulation for 1906, 17,113 (sworn).

Providence. Daily Journal. 18,051 (©©). Sunday, 21,940. (©©). Evening Bulletin 20,620 average 1906. Providence Journal Co., pub.

Providence. Real Estate Register; finance, b'ld g. etc.: 2,523; sub's pay 24% of total city tax.

Providence. Tribune. Morning 81,118; Sunday, 16,320. Most progressive paper in the field. Evening edition guaranteed by Rowell's Am. N. D. Westerly. Sun. Geo. H. Utter, pub. Aver. 1906, 1,627. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston. Evening Post. Actual day average for 1906, 4,474. December, 1906, 4,755.

Columbia. State. Actual average for 1906, daily (©©), 11,257 copies; semi-weekly, 2,625; Sunday (©©), 1906, 12,224. Actual average for first three months, '07, daily (©©) 12,525, Sunday (©©) 15,853.

Spartanburg. Herald. Actual daily average for 1906, 2,180. December, 1906, 2,250.

TENNESSEE.

Chattanooga. News. Aver. 3 m.a. ending Dec. 31, 1906, 14,502. Only Chattanooga paper permitting examination circulation by Assoc. Am. Advertisers. Carries more advg. in 6 days than morning paper 7 days. Greatest Want Ad medium. Guarantees largest circulation or no pay.

Knoxville. Journal and Tribune. Daily average year ending December 31, 1906, 15,692. Daily aver. last 3 months 1906, 15,247. One of only two papers in the South, and only paper in Knoxville awarded the Guarantee Star. The leader in this field.

Nashville. Banner, daily. Aver. for year 1906, 81,455; Jan. 1907, 58,588; Feb. 1907, 57,271.

TEXAS.

El Paso. Herald. Mar. av., 7,451. More than both other El Paso dailies combined. Verified by A. A. A.

VERMONT.

Barre. Times, daily. F. E. Langley. Aver. 1905, 8,527; 1906, 4,115.

Burlington. Free Press. Daily average for 1906, 8,459. Largest city and State circulation. Examined by Asso. of Amer. Advertisers.

Rutland. Herald. Average 1904, 5,527. Average 1905, 4,226. Average 1906, 4,677.

St. Albans. Messenger, daily. Actual average for 1906, 2,051; for 1906, 2,558 copies per issue.

VIRGINIA.

Danville. The Bee. Av. 1906, 2,277. April, 1907, 2,621. Largest circ'n. Only eve'g paper.

Richmond. Southern Tobaccoist and Modern Farmer, mo. Average for year 1906, 7,612.

Rocky Mount. Franklin Chronicle. W. Av. 1906, 1,610; March, '07, 1,920 weekly. Home Print.

WASHINGTON.

Seattle. Post Intelligencer (©©). Av., for April, 1907, net—Sunday, 41,126; Daily, 22,915; week day, 20,664. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.

Seattle. The Daily and Sunday Times led all newspapers on the Pacific Coast north of Los Angeles in amount of advertising printed during 1906, leading its nearest rival by over 178,000 inches display and 300,000 lines of classified.

That tells the story of results. Average circulation in 1906 was 42,172. 56,794 Sunday. Averages for January, 1907, were—Daily 44,911, Sunday 61,591. You get the best quality and largest quantity of circulation perfectly blended when you buy space in the Times, the biggest newspaper success of the last decade on the Pacific Coast.

Tacoma, Ledger. Average 1906, daily, 16,059; Saturday 21,798.

Tacoma, News. Average 1906, 16,109; Saturday, 17,610.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Hornor, pub. Average for 1906, 2,640.

Raneeville, W. Va. News, wy. Wm. B. Blake & Son, pub. Aver. 1906, 2,220.

WISCONSIN.

Janesville, Gazette, d'ly and s-w'y. Circ'n 1st 3 mos. 1907, daily 3,508; semi-weekly 2,552.

Madison, State Journal, dy. Average 1906, 5,602; Jan., Feb., Mar., 1907, 4,884; Apr., 5,106.

Milwaukee, The Journal, ev g. independent. Aver. for Apr., 1906, 15,958; Apr., 1907, 52,840. Daily gain, 4,882. The Journal's paid circulation in the city alone is larger than the total paid circulation of any other Milwaukee paper, morning, evening or Sunday.

Milwaukee, Evening Wisconsin, d'y. Av. 1906, 28,450 (60). Carries largest amount of advertising of any paper in Milwaukee.

Oshkosh, Northwestern, daily. Average for 1906, 8,099.



THE WISCONSIN AGRICULTURIST

Racine, Wis., Estab. 1877. Actual weekly average for year ended Feb. 28, 1907, 51,126. Larger circulation in Wisconsin than any other paper. Adr. \$3.50 an inch. N. Y. Office, Temple Ct. W. C. Richardson, Mgr.



WYOMING.
Cheyenne, Tribune. Actual daily average net for 1906, 5,126; semi-weekly, 3,898.

BRITISH COLUMBIA.

Vancouver, Province, daily. Average for 1906, 19,161; Mar. 1907, 12,854. H. LeClerque, U. S. Repr., Chicago and New York.

MANITOBA CAN.

Winnipeg, Free Press, daily and weekly. Average for 1906, daily, 34,559; daily Apr., 1907, 37,514; wy. av. for mo. of Apr., 24,757.

Winnipeg, Der Nordwestern. Canada's German newspaper. Av. 1906, 16,177. Rates 6c. inch.

Winnipeg, Telegram. Daily aver. March, 24,568. Weekly av., 20,287. Flat rate, 3/4c.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1906, 6,125.

Toronto, Canadian Motor, monthly. Average circulation for 1906, 1,540.

Toronto, The News. Daily average circulation for the month of February, 1907, 40,210. Advertising rate 50c. per inch, flat.

QUEBEC, CAN.

Montreal, La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1906, daily 36,771; 1906, 100,087; weekly, 49,992.

Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. circ. of the Daily Star for 1906, 60,954 copies daily; the Weekly Star, 128,152 copies each issue.



THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

CONNECTICUT.

MERIDEN, Conn., MORNING RECORD; old established family newspaper; covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington. D. C. (60). Carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

ILLINOIS.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

THE Champaign NEWS is the leading Want ad medium of Central Eastern Illinois.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

INDIANA.

TERRE HAUTE TRIBUNE. Goes into 83 per cent of the homes of Terre Haute.

THE INDIANAPOLIS NEWS prints every day every week, every month and every year, more paid classified (want) advertisements than all the other Indianapolis papers combined. The total number it printed in 1906 was 315,300, an average of over 1,000 every day, which is 126,929 more than all the other Indianapolis papers had.

STAR LEADS IN INDIANA.

During April, '07, the INDIANAPOLIS STAR carried 594.13 columns of paid classified advertising.

The STAR carried 56.44 more columns of classified advertising than carried by its nearest competitor during the same month.

The STAR gained 208 columns over April of last year.

Its nearest competitor lost 17.76 columns over April of last year.

The INDIANAPOLIS STAR has passed the 100,000 circulation mark. Rates, 8 x cents per line.

INDIAN TERRITORY.

ARDMOREITE, Ardmore, Ind. Ter. Sworn circulation second in State. Popular rates.

IOWA.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

THE Des Moines REGISTER and LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

KANSAS.

APPEAL TO REASON, Girard, Kan.; over 300,000 weekly guaranteed; 10 cents a word.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.



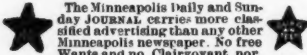
THE BOSTON GLOBE, daily and Sunday, for the year 1906, printed a total of 444,757 paid "want" ads. There was a gain of 17,530 over the year 1905, and was \$31,569 more than any other Boston paper carried for the year 1906.



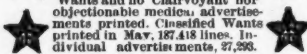
30 WORD AD, 10 cents a day. DAILY ENTERPRISE, Brockton, Mass. Circulation, 10,000

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.



The Minneapolis Daily and Sunday JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in Max. 187,418 lines. Individual advertisements, 27,293.



CIRCULAT'N THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.



MISSOURI.

THE Joplin Globe carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; i.e. a word. Average circulation (1906), 10,778; Sunday, 14,007.

NEW JERSEY.

THE NEWARK EVENING NEWS is the recognized Want-ad Medium of New Jersey.

NEWARK, N. J. FREIE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

JERSEY CITY EVENING JOURNAL leads all other Hudson County newspapers in the number of classified ads carried. It exceeds because advertisers get prompt results.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

BUFFALO NEWS, with over 95,000 circulation, is the only Want medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

WATERTOWN DAILY STANDARD, Guaranteed daily average 1906, 7,000. Cent a word.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 1914. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa. TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

RHODE ISLAND.

THE EVENING BULLETIN—By far the largest circulation and the best Want medium in R. I.

THE EVENING TRIBUNE, Providence, R. I., largest paid circulation in the State.

SOUTH CAROLINA.

THE Columbia STATE (66) carries more Want ads than any other South Carolina newspaper.



WASHINGTON.

THE POST-INTELLIGENCER (66), Seattle, Wash., is the official "Want-Ad" Directory of the Pacific Northwest. The P.-I. always leads genuine want ads because its genuine home circulation among responsive want ad readers brings greatest results to advertisers. Favorite guide for agents, canvassers, investors and home seekers. The most complete and best appointed "Classified" Section. 26 big departments; 300 separate classifications. Write for sample copy. Rates, 10c. per line.

CANADA.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 100,067. Saturdays 117,000—Sundays 100,000). Carries more want ads than any newspaper in Montreal.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up to date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE MONTREAL DAILY STAR carries more Want advertisements than all other Montreal dailies combined. THE FAMILY HERALD AND WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada, and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Rates one cent per word per day, or four cents per word per week.

KEEPING SIGNS WHITE.

A correspondent complains to the Technical World Magazine that his electric light signs will not remain white, though painted with white lead.

White lead, says the editor, is a carbonate of lead ground in oil. Minute quantities of sulphuretted hydrogen gas, acting on the lead carbonate, form sulphide of lead, a black compound. If zinc white is used, this cannot occur. French zinc and raw oil in place of white lead will solve the difficulty.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,461 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (◎◎).

WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes.

GEORGIA

AUGUSTA CHRONICLE (◎◎). Only morning paper; 1905 average 6,043.

ILLINOIS

THE INLAND PRINTER, Chicago, (◎◎). Actual average circulation for 1905, 15,866.

BAKERS' HELPER (◎◎), Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

MAINE

LEWISTON EVENING JOURNAL, daily. Aver. for 1905, 7,598 (◎◎), weekly 17,448 (◎◎).

MASSACHUSETTS

Boston, Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎), Boston. The medium through which to reach textile mills using 1,885,000 horse power.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

PIONEER PRESS (◎◎), St. Paul, Minn. Most reliable paper in the Northwest.

THE MINNEAPOLIS JOURNAL (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

NEW YORK

NEW YORK TIMES (◎◎). Largest gold-mark sales in New York.

BROOKLYN EAGLE (◎◎) is the advertising medium of Brooklyn.

THE POST EXPRESS (◎◎), Rochester, N. Y. Best advertising medium in this section.

ENGINEERING NEWS (◎◎).—A technical journal of character and standing.—*Times, N. Y.*

SCIENTIFIC AMERICAN (◎◎) has the largest circulation of any technical paper in the world.

VOGUE (◎◎) carried more advertising in 1906 than any other magazine, weekly or monthly.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly. Reaches the buyers.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

STREET RAILWAY JOURNAL (◎◎). The foremost authority on city and interurban railroading. Average circulation \$,200 weekly. MCGRAW PUBLISHING COMPANY.

HARDWARE DEALERS' MAGAZINE. In 1906, average issue, \$9,791 (◎◎.) Specimen copy mailed upon request. D. T. MALLETT, Pub., 253 Broadway, N. Y.

THE ENGINEERING RECORD (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1906 was 18,827. MCGRAW PUBLISHING COMPANY.

PENNSYLVANIA

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily Press, for 1906, 100,548; The Sunday Press, 137,863.

THE PITTSBURG

(◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

PROVIDENCE JOURNAL (◎◎), a conservative, enterprising newspaper without a single rival.

SOUTH CAROLINA

THE STATE (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON

THE POST INTELLIGENCER (◎◎). Only morning paper in Seattle. Oldest in State. The biggest and best. Able, alert, always ahead.

WISCONSIN

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin.

CANADA

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,558, flat rate.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded. (In time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.)

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

OFFICE: NO. 10 SPRUCE ST.

Telephone 4779 Eckman.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

New York, June 12, 1907.

Good value, it is true, is the very best advertisement ever issued, but there is nothing like printers' ink to let people know where they can get it.

ADVERTISING without quoting prices shows your confidence in your salesmen. Advertising the prices also shows your confidence in your goods,—and prices.

A GOOD many retailers give such liberal window and poster display to a few of the proprietary articles they handle that all the individuality of their own store is buried out of sight.

THE fact, if it is one, that your competitors misrepresent is not a good excuse for following in their lead. You are on the watch for some distinguishing feature peculiar to your own business, for advertising purposes. If you have discovered their weak point, misrepresentation, make it your strong one, and don't misrepresent.

APPEARANCE counts for much and one of the first requisites of success is to appear successful. The man who fails to keep his windows up to date; who sends out circulars printed upon the cheapest kind of paper that will hold together to be printed; who uses only half enough newspaper space to properly tell his story, is rather forcibly advertising the fact that he is not upon the road that men call prosperity.

FIFTY-TWO years ago the adsmith existed in London, or at least was called for. The applicant for him was the proprietor of "Bennett's Model Watch." What Bennett wanted was the "best possible form of newspaper advertisement for this watch. It must be original, and convey in the fewest words the qualities, character and cheapness of this well-known timekeeper. The author will be entitled to the reward (five guineas) whose composition shall have been used at least a dozen times."

How To Succeed.

This is the way one shrewd agency succeeds in gaining an advantage for a client, through the kindness of the newspaper publisher. The Monarch typewriter account has been recently transferred from the Richards Agency to the Hampton Company. The Monarch management desired some telegraphic readers, and it wanted to secure them without cost. So the Agency sent out contracts for a big order, and also the copy for the readers, with a request that they be inserted gratis. Up to date, but one batch of copy has been forwarded to apply on the big contracts, and it is a question just how long a time will elapse before all the space is used up. But the Monarch Company is happy, inasmuch as some of the papers, at least, printed the free readers; the Hampton Company is happy; and presumably the newspapers are happy. Have they not secured contracts for a large-sized order?

THE Philadelphia *Inquirer* carried 82,357 want ads during the first twenty-six days of May.

THE socialistic trust fighter, Gaylord Wilshire, has acquired the mail-order monthly *Cheerful Moments*.

THE *National Home Journal* of St. Louis has purchased the *Pilgrim Magazine* and discontinued its publication.

ROBERT I. GEBLER, lately connected with the Ireland Agency, has joined the forces of Percival K. Frowert, in Philadelphia.

AND now the New York *Herald* says there are 198,000 widows in the metropolis. What a monumental mail-list that would be.

THE Birmingham (Ala.) *Ledger* has taken the full-leased wire Hearst service in addition to the Publishers' Press service which the paper has been receiving.

HELEN MAR SHAW, one of the copy-writers of the Mahin agency, Chicago, and formerly with Lord & Thomas, has joined the copy staff of the Chapman Advertising Company, Portland, Ore.

THE New York coffee importers, Arbuckle Bros., offer eighteen prizes, amounting to \$5,000, for new and clever ideas for advertising their "Ariosa" package coffee.

A NEW schedule of rates for advertising in the Portland *Oregon Journal* goes into effect July first. The *Journal* now has a daily circulation in excess of 29,000, and the rates are increased on account of its remarkable growth.

BASSETT & SUTPHIN, dealers in paper in New York, are now located in their new quarters at 62 Lafayette street. The building is a new one, and the offices of the firm are probably better adapted for the purposes of a paper house than any other in the city.

WHITE's Class Agency, Chicago, has vacated its old quarters in the Caxton Building for new ones in the Electric Building.

THE Des Moines, Iowa, *Register and Leader* issued a detailed statement of copies sold in each of the ninety-nine counties of the State.

THE Troy, N. Y., *Record* has issued a new rate card. The only changes are that a rate has been made for 3,500 and 7,500 lines, and a special rate for mail-order, hotel and resort advertising.

SOME English proprietary articles, advertised over fifty years ago in the London *Times*, recall some very ancient memories. A few that are still remembered are "Camphor Lozenges for Lowness of Spirits," "Magnesia Lozenges for Heartburn," "Ashmatic Candy for Fogs and Damp Air," "Dr. Steer's Opadeldoc," "Rowland's Macassor Oil" and an "Anodyne Necklace for Children Cutting Teeth." There was also an "Abyssinian Specific for the Toothache." But there was one critic who found fault with the "Essence of Tyre" as the name for a hair dye which was to turn red or gray hair to brown or black. He said it would be more likely to turn it purple.

Week-End Trips.

THE recent Resort issue of PRINTERS' INK told of the "Week-End Outings" which are extensively advertised in England, and suggested that American railroads and hotels might well join forces to secure a large over-Sunday trade. Arthur Tomalin, advertising manager of the Central Railroad of New Jersey, calls attention to the fact that his road has been making a bid for week-end traffic for a long time. Special posters are printed, giving the time of departure of Atlantic City trains from New York, and the cost of a week-end outing at various hotels, including transportation. This information is also incorporated in a small folder.

THE Frank Kiernan Company places the business of the Woodbury Dermatological Institute.

N. W. AYER & SON is placing copy for the Beckwith Estate, Dowagiac, Michigan, manufacturers of stoves, with daily papers.

THE Manufacturers' Advertising Bureau is placing advertising for the National Helmet Company, New York City, with trade papers.

EDMUND BARTLETT is sending out an attractive little booklet entitled "Gilt-Edged Salesmanship," and a good folder "Getting Goods on the Market."

E. P. REMINGTON is sending out extra copy to the daily papers for Vichy Celestine and copy for Satin Gloss Soap, D. S. Brown & Company, New York City.

WITH a four-inch ad William Randolph Hearst enters mail-orderdom, advertising a 10-cent-Big-Mail-Agents-Directory in connection with his *American Home Magazine*.

THE Bankers' & Merchants' Advertising Agency deny the report that they are placing advertising for the American Silk Company; this firm is not advertising at present.

THE Dayton, Ohio, *Herald* has put out a comparative statement of advertising for May, showing that it leads its nearest competitor by 2.46 inches of advertising during the month.

ANDREWS & COUPE are placing copy for the Mercantile Land & Improvement Company, and T. I. McNeece, real estate; I. K. Farrington, financial and P. Steiger, trunks, with the daily papers, the first three being New York City houses and the last a Newark concern. They are also placing advertising with magazines for Estates of Long Beach, the entire outlay amounting to nearly \$12,000.

THE *Standard Union*, of Brooklyn, for May 24, contained more display advertising than appeared in any other Brooklyn paper on the same day.

THE Emerson Shoe Company is using an attractive window display in one of its Broadway stores. A fair-sized box is covered in imitation of snow with a slowly revolving circular mirror, representing a frozen lake, and the figure of a man several inches high is fastened to the mirror; and as there is no perceptible movement to the mirror, the skater appears to glide gracefully around the lake on one foot. At the lower front of the box a four-sided oblong sign, bearing appropriate wording, turns slowly enough to allow the passerby to read the advertising thereon.

Demonstrates The D. T. Owen Its Value.

Company, Cleveland and New York, manufacturers of a convertible bed, believe in advertising that demonstrates. They have hired the rear of a Brooklyn building backing up on the Bridge and have placed, where it can be seen by all who travel that way, a specially constructed model of their bed. It is slightly larger than stock size, upholstered in imitation leather and painted with three coats of spar varnish to make it weather-proof, and is operated by electricity and a series of cogs and shafting, the bed changing continuously from a full-sized bed, with brass head and foot rails, to the davenport form. The motor is governed by an electric time clock which starts it at four o'clock every morning and stops it at two the following morning. They are now experimenting to get a satisfactory lighting scheme. The general effect is helped out by descriptive signs. The only attention called for by the animated ad is to wind the clock and oil the machinery once a week. It is the intention of The Owen Company to construct a number of these beds in conspicuous places in the city.

THE Alfred Gratz Agency, Philadelphia, is placing copy for the International Lumber and Development Company of that city with a selected list of Pennsylvania papers, to occupy a space of 21½ inches 26 times a month.

EIGHT thousand letters, asking readers their opinion of the *Associated Sunday Magazines*, were mailed recently to readers of three Sunday papers that use this supplement—the *Chicago Record-Herald*, *New York Tribune* and *St. Louis Republic*. Nearly 5,000 replies were received, and fifty per cent stated that this supplement is regularly filed with other magazines. Only seven per cent offered suggestions for betterment of contents, or criticism of articles published, or showed indifference to the magazine as a whole. Nineteen per cent stated that after reading the magazine, they pass it along to friends or neighbors. It is claimed that eighty-two per cent of this supplement's circulation (1,030,745 copies weekly for 1906) goes into homes.

Mathews' List.

Eleven of the New England papers represented in the foreign field by Julius Mathews are represented in the Roll of Honor, the *Augusta Chronicle*, *Bangor Commercial*, *Barre Times*, *Burlington Free Press*, *Manchester Union*, *New Haven Register*, *Portland Express*, *Rutland Herald*, *St. Albans Messenger*, *Worcester Gazette* and *Holyoke Transcript*. Six others are entitled to a place thereon, leaving only four which cannot secure a place with their colleagues for love or money. In fourteen cities out of twenty in which he has papers, Mr. Mathews represents the paper which is either the only daily in the field or else prints more copies than any competitor. In each of the States of Maine, New Hampshire and Vermont he represents the paper which excels all other dailies in the State in circulation. Can any Special Agent, in Boston or elsewhere, beat this?

MIDSUMMER HOLIDAY NUMBER
AUGUST 1907
PRICE 15 CENTS

METROPOLITAN MAGAZINE



THE METROPOLITAN MAGAZINE CO

THE METROPOLITAN MAGAZINE reports an increase in cash advertising of twenty and two-fifths per cent (20½%) for the month of July, over the corresponding month of 1906.

THE Vancouver, B. C., *Province* is willing to make a condition in all advertising contracts the statement that its paid circulation exceeds the combined paid circulation of all other daily papers published in Vancouver and New Westminster.

AFTER twenty-two years of service, W. R. Roberts has withdrawn from the Religious Press Association of Philadelphia. During nineteen years Mr. Roberts was the executive officer and manager, and under his leadership the Religious Press Association gained high repute for fair dealing with both advertisers and advertising agents. During all these years of Mr. Roberts' authority his papers never accepted advertising from either advertisers or advertising agents at less than their card rates, and the advertising agent's commission was never given to an advertiser. On June 1st Mr. Roberts took control as the managing partner and advertising director of Tottlingham & Company, Philadelphia.

THE Holbrook-Schaefer Advertising Service is a new agency in New York, with offices at 729 Sixth Avenue.

THE Richmond, Va., Chamber of Commerce has begun an extensive advertising campaign, with a view of inducing investors, home-seekers and others to locate in the city. Leading magazines are being used, and copy is sent out through the Richmond Advertising Agency.

Collier's statistics of advertising patronage in twenty monthly and weekly magazines, for the first three months of 1906 and 1907, gives the following standing to the monthlies:

	First quarter 1906	Ag. lines.	First quarter 1907	Ag. lines.
Review of Reviews..i.	86,123	93,675		
Everybody's	79,474	91,190		
McClure's	105,353	90,696		
Cosmopolitan	64,438	85,165		
Munsey's	80,110	83,165		
Century	65,891	69,321		
American	59,805	67,736		
Ladies' Home Journal..	60,364	67,677		
Harper's	72,185	65,022		
Scribner's	70,661	62,612		
Woman's Home Com- panion	39,657	50,490		
Delineator	54,042	43,769		
Success	37,627	43,969		

Not Mere Copies printed. The *Ave Maria* of Notre Dame, Indiana, the leading Catholic weekly, makes a novel point in soliciting advertising that is winning for it much desirable business. One-fifth of the *Ave Maria's* total weekly circulation of 25,000 copies goes to that number of Catholic institutions, such as convents, colleges, hospitals, academies, seminaries, novitiates, etc., the supplies for which are, of course, enormous, giving an extraordinary purchasing capacity to this portion of its readers. The balance of its circulation goes to well-to-do families of good purchasing power, and the paper therefore claims extraordinary purchasing capacity combined with good purchasing power. John A. Murray, located in the Tribune Building, New York, is advertising manager.

K. W. JOHNSON, advertising manager of the *World To-Day*, who built up that Chicago magazine's advertising patronage, has become English representative for *System*, and is to take care of its interests in London.

ISAAC COWEN, an advertising man in New York, died of pneumonia at his home on May 27. He was in his sixty-third year. Mr. Cowen was born and educated in Berlin. In 1860 he came to this country and settled in the South. He made a fortune in cotton, but lost it in the slump that followed the Rebellion. He then went to Washington, and for seventeen years was correspondent for a syndicate of western newspapers. He became a personal friend of President Garfield, and at the President's request gave testimony before the Tariff Commission appointed in that administration. About twelve years ago he came to this city and went into the advertising business.

Agency Assignment.

The Woodbury-Ayers Company, advertising agents in New York, has made an assignment to William Lester Wemple, an attorney. The liabilities are said to be \$23,000, and hope is expressed that all creditors may be paid in full. The company was incorporated under New York law with an authorized capital of \$20,000 of which, according to the latest reports, \$12,000 had been paid in. W. A. Woodbury recently bought a controlling interest in the business.

After Mr. Woodbury acquired control Mr. Ayers ceased to be an officer of the company but remained in its employ. The assignment is said to be due to slow payments from automobile concerns and to the pressure of New York dailies for prompt settlement of their accounts.

Most of the Woodbury-Ayers advertising has been taken over by the Frank Presbrey Company, and a few accounts will be cared for by Nelson Chesman & Co. Mr. Ayers and some of the office force have gone to the Presbrey Agency.

THE Frank Kiernan Company is placing advertising for the Puritan Life Assurance Company, New York City, with dailies, and for McCormack Real Estate Company, New York City, in religious papers.

SOME idea of the value of classified as a revenue producer is given in the statement of the Chicago *Daily News* that, during 1906, a single department store in that city, the Fair, used more than \$3,000 worth of "Help Wanted" liners in the *News* alone. Practically every large retail store in New York, Chicago and other leading cities, uses classified for such purposes as regularly as display space for merchandise offerings.

The Best Beer Copy. A Pittsburg man who claims to know writes that the Independent Brewing Company, of that city, is advertised by the best beer copy appearing in America. The copy is prepared by Lloyd Curtiss, the concern's advertising manager. Mr. Curtiss discusses beer as a nerve tonic, food, and liquid bread; he talks of its purity, small percentage of alcohol, and constituent parts, and he shows where his particular brand beats all others. The advertisements have appeared in all the Pittsburg papers.

THE Philadelphia *Press* has taken a newspaper census of thirty-five city blocks, upon which the *Press* leads all the other morning papers in circulation. The blocks were chosen in different parts of the city in order to secure a representative canvass. The results have been brought together in booklet form, with illustrations to show the character of the dwellings in each section.

Ourself And Others. A correspondent has requested us to publish a list of all the journals published in the country devoted to advertising. The list below is taken from the 1907 edition of Rowell's American Newspaper Directory. The omission of a rating of copies printed denotes that the paper has never established a claim to have issued so many as 1,000 copies regularly for the period of a full year. Barely one American periodical in four ever achieves so great a distribution. When the figures representing the average issue of a paper are followed by a plus mark it indicates that the output exceeds the figures given. Such ratings, in all instances, represent the opinion of the editor of the Directory, based on such information as was available, and in the absence of a definite and satisfactory statement from the publisher of the paper:

CALIFORNIA.....	Los Angeles, Mertz's Magazine.....	Monthly.	
GEORGIA.....	Atlanta, Practical Advertising	Monthly.	
ILLINOIS.....	Chicago, Ad Sense.....	Monthly	1,000+
	Chicago, Advertising	Monthly	3,810
	Chicago, Agricultural Advertising.....	Monthly	4,000+
	Chicago, Circulation Manager.....	Monthly.	
	Chicago, Judicious Advertising	Monthly	1,000+
	Chicago, Mail Order Journal.....	Monthly	7,500+
	Chicago, White's Class Advertising.....	Monthly	1,000+
MASSACHUSETTS....	Boston, Profitable Advertising.....	Monthly	2,350+
MISSOURI.....	Kansas City, Western Monthly.....		4,000+
NEW YORK.....	Deposit, Brains for the Retailer and Advertiser....	Weekly.	
	New York—Manhattan and Bronx,		
	Fourth Estate.....	Weekly.	
	National Advertiser.....	Weekly.	
	Printers' Ink.....	Weekly	11,703
	Newspaperdom.....	Semi-m'ly	1,000+
	Advertising Agent.....	Monthly.	
	Fame.....	Monthly	1,000+
OHIO.....	Cincinnati, Signs of the Times.....	Monthly.	
	Columbus, Advertising World.....	Monthly	17,500+
WASHINGTON.....	Seattle, White's Sayings.....	Monthly	1,000+
QUEBEC, CAN.....	Montreal, Publicite.....	Monthly.	

THE Long Island Railroad's traffic is not only confined almost wholly to passengers, but to suburban commuters at that. Yet the road advertises intelligently for settlers along its lines, and has done remarkable work in exploiting the advantages of Long Island as a place to farm. A book entitled "The Lure of the Land," describing the work of an experimental farm at Wading River, has been sent to almost every State in the Union, and hundreds of requests for it are received daily. Several colleges have adopted the work as a textbook.

Straw A circular letter
Vote. was lately sent out to a number of the subscribers to *Spare Moments*, to see if they were a class that used well-known and widely advertised articles. The replies to the different questions have been tabulated with the following results:

	Per cent.
Own their homes.....	45
Do not own their homes.....	55
Life insured	63
Not insured	37

OCCUPATIONS.	
Professional men (lawyers, doctors, chemists, etc.).....	15
Office employees (bookkeepers, stenographers, etc.)	15
Farmers	15
Business men owning their own business	8
Bankers and bank employees.....	4
Managers	3
Women and miscellaneous.....	40

BOOKS.	
Buy books by mail.....	63
Do not	37

OWN ORGANS.	
Wing	7
Estey	3
18 other kinds	13
Not any	77

OWN BUGGIES AND CARRIAGES.	
Bought by mail	12
Bought locally	22
Do not own	66

SILVERWARE USED.	
Rogers	65
All other kinds	13
None	22

OWN PIANOS.	
48 different kinds	39
Not any	61

MATTRESSES USED.	
No special brand	89
None	2
Ostermoor	5
7 other kinds	4

CAMERAS USED.

	Per cent.
Eastman	10
11 other kinds	13
Do not own cameras	77

FOUNTAIN PENS.

Waterman	30
Parker	3
Wirts	4
30 other kinds	18
Do not use	45

SHAVING SOAP USED.

Colgate's	7
William's	54
Larkin's Stick	4
12 other kinds	16
Not any	6
No particular kind	3

RAZORS USED.

Gillette	2
Wostenholm	5
Wade & Butcher	6
51 other kinds	32
No particular kind	24
Not answered	25

READY-MADE CLOTHING WORN.

Sears-Roebuck	5
Hart, Schaffner & Marx	5
Stein-Bloch	4
34 other kinds	24
No special brand	43
Do not wear	19

RUBBER HEELS.

Wear Rubber Heels	35
Do not	65

COLLARS WORN

Silver Brand	4
Arrow	17
E. & W.	7
36 other kinds	27
No particular kind	45

WASHING COMPOUNDS USED.

Pearline	24
Gold Dust	29
Boraxine	8
15 other kinds	9
No particular kind	10
Not any	20

BREAKFAST FOOD USED.

Cream of Wheat	026
Grape Nuts	019
Force	021
Quaker Oats	27
33 other kinds	777
Not any	09
No particular kind	04

IF PURCHASING NEW RAZOR WOULD BUY:

Gillette	13
Some kind of safety razor	6
Wade & Butcher	5
30 other kinds	3
Don't know	53

SHOES WORN.

W. L. Douglas	14
Regal	9
Walk Over	4
49 other kinds	44
Use no advertised make	29

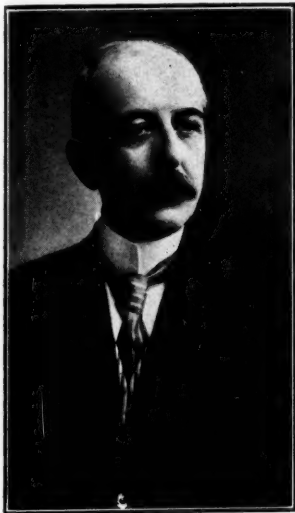
BAKING POWDER.

Royal	26
Price's	17
Rumford's	6
Cleveland's	4
Good Luck	5
Schilling's	4
20 other kinds	13
No particular kind	14
Not any	11

NEW YORK SPECIAL AGENTS.

JOHN P. SMART.

John P. Smart entered the field about six years ago to represent the San Antonio *Express*, and is now manager of its New York office. He came direct from his home in San Antonio. Since then



JOHN P. SMART.

he has become the representative of two other papers, the *Galveston Tribune* and *El Paso Herald*. His experience in soliciting advertising is extensive, as he has served on various newspapers for the past twenty-two years in this capacity, with the exception of his first newspaper experience, which was in the counting room and news department on a western paper for about twelve months. He has served successfully on such papers as the *Omaha Republican*, *Denver Republican*, *Chicago Herald*, *Chicago Times*, *New York Times*, *New York Commercial*, and several Texas papers. He was also solicitor for the S. C. Beckwith Special Agency, and was about the first man to solicit business for *Munsey's Magazine*, except the late Mr. Beckwith.

The papers that he represents

now are all Texas papers, and as Texas was his home for several years, he is thoroughly familiar with the topography of the State, and knows the newspaper situation in Texas better, perhaps, than any representative in the field. He is well known among the agencies all over the country as a man absolutely reliable and fair, whose endeavor it is to point out the best proposition for an advertiser to accept.

S. C. STEVENS.

S. C. Stevens is a native of New York State and spent twenty years of his life in the furniture business, learning the different branches of the trade thoroughly. He was for several years connected with Latimer & Sons, Brooklyn, giving up this business to enter the advertising field in Chicago. At first he represented Sheffield's Dailies, *Gates Railroad*, *Self Culture*, *Ladies' World*, *Donahue's* and *Metropolitan*



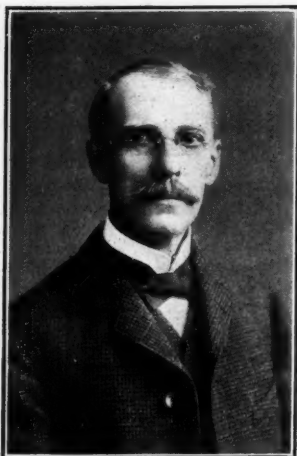
S. C. STEVENS.

Magazines. About seven years ago Mr. Stevens became eastern representative for the *Omaha Bee* and the *Twentieth Century Farmer*, which office he has filled satisfactorily to both publishers and advertisers. Mr. Stevens pays a yearly visit to Omaha and the surrounding country to study

business and agricultural conditions.

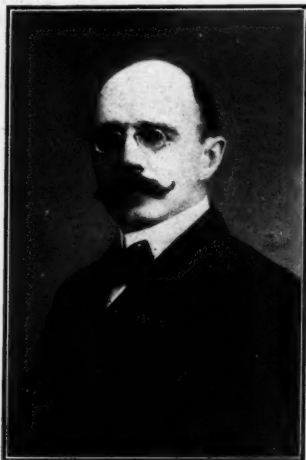
WILLIAMS & LAWRENCE.

S. C. Williams started a special



S. C. WILLIAMS.

agency in New York nineteen years ago. His first paper was the *St. Paul Pioneer Press*, which



W. H. LAWRENCE.

he had previously served for eight years in its home city as advertising manager. Before that he

had obtained a knowledge of the printing business, and for two years ran a country newspaper.

In 1903 W. H. Lawrence became a partner of Mr. Williams in his special agency, after serving an apprenticeship as office assistant. At present their list includes the *Los Angeles Times*—one of the strongest propositions in the country—the *Milwaukee Sentinel*, *Kalamazoo Gazette*, *Reading Eagle*, *Saginaw Evening News*, *Salt Lake City Telegram*, *Sioux City, Ia., Tribune*; *Troy, N. Y., Times*; *Wheeling, W. Va., Register* and *Wichita, Kan., Beacon*.

Mr. Williams was born at South Onondaga, N. Y., and educated in the academies of Onondaga and Middleboro, Massachusetts. Mr. Lawrence was born and educated near Sparta, N. J., a little over forty years ago, and taught school in his native State for several years before coming to New York.

STORY OF AN ADVERTISING WONDER.

"A man rushed into the shop one day, just as I was weighing up the scrap brass. He had invented the greatest advertising device in the world, and pulled out a drawing of a common tricycle, with a tube sticking up straight in the middle in front of the operator. Hung from the top of this tube was a sort of skeleton drum which reached out over the three wheels, and down to within a foot of the ground. This skeleton was to be covered with canvas, on which was to be painted a series of advertisements. A connection from the driving gear was to revolve the drum slowly so that the ads would be visible in succession from any point.

When we were well on with the job I pointed out that as canvas was opaque he would have to adopt something else, or get a blind bicyclist to run the thing. Celluloid and mica were discussed and discarded. Then a brilliant idea struck me. "Why not use hen netting? You wish to attract attention. Think what a crowd-compelling attraction it will be to have a man inside that cage of hen netting on a snowy day, pedaling peacefully down the pike; a shout! a stinging *soaker* socks him in the eye or ear; in an instant the multitude's gaze is bent upon the ad-cycle."

"Fine!" he ventured, "fine; them words goes down in the specification."

The thing was eventually finished, the balance paid, and it was wheeled into the street. I never saw it again, but I heard that the inventor was "pinched" by a policeman fifteen minutes after he left the shop, for frightening horses.—*American Machinist*.

QUALITY MEDIUMS.

Just as the Roll of Honor of PRINTERS' INK is widely referred to by advertisers who are anxious to know how many copies will be issued of their advertisements, so the list of papers which have been accorded the so-called Gold Marks is held in high esteem by those who are in search of mediums which reach readers of exceptionally high purchasing power, or, in the case of class journals, readers whose opinion carries great weight with firms or corporations having large purchasing capacity. The Gold Marks are defined as follows:

(☉☉) Advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ☉.—*Webster's Dictionary.*

They do not denote great circulation—in the majority of cases, in fact, where they have been accorded, the number of copies printed is less than the number printed by contemporaries. But there is a certain intangible quality attaching to papers of the Gold Mark class which makes them appeal to men and women of high earning power, with established social position in the community, whose necessities are other people's luxuries. They are the persons who say that the *New York Evening Post* is the best evening paper in the city, and who do not hesitate to pay three cents for it—the persons who prefer the *Atlantic* to the *Cosmopolitan*.

Some commodities are best advertised in more popular mediums, but advertisers who are in search of what is termed "quality circulation" may well be guided by the Gold Mark list of papers. There are only 120 of these papers and periodicals listed in the 1907 edition of Rowell's American Newspaper Directory, out of a total of 22,898 publications. The complete list, as given below, should be preserved by advertisers:

NEWSPAPERS.

New York Sun (morning)	D
New York Sun	S
New York Times	D

NEWSPAPERS—continued.

New York Herald	D
New York Herald	S
New York Tribune	D
New York Tribune	S
New York Evening Post	D
New York Journal of Commerce	D
New York Staats-Zeitung	D
New York Staats-Zeitung	S
New York Law Journal	D
Brooklyn Eagle	D
Brooklyn Eagle	S
Chicago Tribune	D
Philadelphia Press	D
Philadelphia Public Ledger	D
Pittsburg Dispatch	D
Boston Evening Transcript	D
Baltimore Sun	D
Buffalo Commercial	D
Buffalo Express	D
Buffalo Illustrated Express	S
Rochester Post-Express	D
Cincinnati Enquirer	D
Cincinnati Enquirer	S
Columbus Dispatch	D
New Orleans Picayune	D
New Orleans Picayune	S
New Orleans Times-Democrat	D
Milwaukee Evening Wisconsin	D
Minneapolis Journal	D
St. Paul Pioneer Press	D
Washington Star	D
Louisville Courier-Journal	D
Louisville Courier-Journal	S
Sr. Louis Globe-Democrat	D
Providence Journal	D
Providence Journal	S
Hartford Courant	D
Springfield (Mass.) Republican	D
Springfield (Mass.) Republican	S
Worcester L'Opinion Publique	D
Charlotte (N. C.) Observer	D
Charleston News and Courier	D
Columbia State	D
Columbia State	S
Atlanta Constitution	D
Augusta Chronicle	D
Savannah Morning News	D
Jacksonville Times-Union	D
Dallas Morning News	D
Galveston News	D
Mobile Register	D
Montgomery Advertiser	D
Lewiston (Me.) Evening Journal	D
Lewiston (Me.) Journal	W
Norfolk (Va.) Landmark	D
Portland Oregonian	D
Seattle Post-Intelligencer	D
Petersburg (Va.) Index-Appeal	D
Petersburg (Va.) Index-Appeal	W
Halifax (N. S.) Herald	D
London (Ont.) Free Press	D
Toronto (Ont.) Globe	D

CLASS JOURNALS.

Commercial Bulletin, Boston	W
Manufacturers' Record, Baltimore	W
Tradesman, Chattanooga	S-M
Railroad Gazette, New York	W
Engineering and Min. Jour., New York	W
Engineering Magazine, New York	M
Engineering News, New York	W
Engineering Record, New York	W
Electrical World, New York	W
Electrical Review, New York	W
Street Railway Journal, New York	W
Iron Age, New York	W
Am. Wool and Cotton Reporter, Boston	W
Grain Dealers' Journal, Chicago	S-M
Furniture Record, Grand Rapids	M
Real Estate Record and Builders' Guide, New York	W
Architectural Record, New York	M
Carriage Monthly, Philadelphia	M

CLASS JOURNALS—continued.

Northwestern Miller, Minneapolis.....	W
American Machinist, New York.....	W
Machinery, New York.....	M
Inland Printer, Chicago.....	M
Bakers' Helper, Chicago.....	M
Confectioners' Journal, Philadelphia.....	M
Boot and Shoe Recorder, Boston.....	W
Fibre and Fabric, Boston.....	W
Textile World Record, Boston.....	M
Shoe and Leather Gazette, St. Louis.....	W
National Druggist, St. Louis.....	M
Dry Goods Economist, New York.....	W
Apparel Gazette, Chicago.....	S-M
Crerand's Cloak Journal, New York.....	M
Hardware Dealers' Magazine, New York.....	M
Keystone, Philadelphia.....	M
Country Gentleman, Albany.....	W
Philadelphia Farm Journal.....	M
Hoard's Dairyman, Ft. Atkinson, Wis.....	W
American Thresherman, Madison, Wis.....	M
Army and Navy Journal, New York.....	M
Scientific American, New York.....	W
Clipper, New York.....	W
Dramatic Mirror, New York.....	W
Vogue, New York.....	W
Maritime Register, New York.....	W
Pilot, Boston.....	W
Churchman, New York.....	W

MAGAZINES.

Forest and Stream, New York.....	W
Life, New York.....	W
Nation, New York.....	W
Atlantic Monthly, Boston.....	M
Century, New York.....	M
Country Life in America, New York.....	M
Harper's Weekly, New York.....	W
Harper's Bazar, New York.....	M
Harper's Monthly, New York.....	M

ON LOOKING PROSPEROUS.

Gebhard Bohn, president of the White Enamel Refrigerator Company of St. Paul, says that the best advertising his firm ever did was to park its grounds and keep the buildings painted. He says that thousands of dollars' worth of business can be traced directly to the appearance his plant makes to visitors to the Twin Cities when riding past on the interurban.

The White Enamel refrigerator is well known over the country, although the firm is not an old one. The White Enamel advertisement is seen frequently in the magazines, the usual space being a page. Several weeks ago a double page in the *Saturday Evening Post* gave an opportunity to make a splendid showing.

The plant is situated midway between St. Paul and Minneapolis on the main interurban car-line. The grounds extend 666 feet along the track and for a considerable distance toward another interurban line. Mr. Bohn has always been much impressed with the beautiful grounds and road-

ways of Europe, and has started to make the surroundings of his factory look as much like those around the best residences as possible. He reasons that the employees like to work better in such a place than in overcrowded office buildings.

The main building is 400 feet from the street and approached by a curving walk. On a raised bed facing the street cars is "White Enamel Refrigerator Company" in a large flower bed. Trees have been planted along the edges of the ground and the driveway is bordered with shrubs. The buildings are white, with a gilt sign on the roof, which is green. As the country on either side is open and rather bare, the parking by the refrigerator company by contrast is more prominent.

Mr. Bohn says that he has received hundreds of letters commenting on the appearance of his plant, many adding that a factory with such an appearance ought to make good clean refrigerators. One order obtained in this way amounted to \$24,000.

Mr. Bohn has secured the promise of other firms, to erect factories near his, and these will follow his example in improving their property.

FOR THE TELEPHONE AD.

A bedside telephone rang late the other night and to the immediate answer an indistinct voice murmured that a mistake had been made and that the call came from Police Headquarters. The incident, happening after 1 o'clock, seemed so curious that the woman so suddenly awakened got Headquarters and asked what had caused the mistake by which her house had been called so late. The answer was that Headquarters had not called the number she gave.

That night the house next door was entered by burglars and they made a good haul. When the detectives began to search for the thieves they came to the house next door and heard incidentally the story of the call from Headquarters.

"A common trick now with burglars who are about to rob a house," said a detective. "They call up on the telephone. If a reply comes immediately they know that the telephone is by the bed, and they keep away from that house. When they called you up they were undecided whether to enter this house or that next door. A telephone by a bed always frightens them, however, as it is so easy to give an alarm."

—*New York Sun.*

ADVERTISEMENTS THAT PROPAGANDIZE.

Usually an advertisement, or series of advertisements, is employed to sell something that is well known and for which there is an abundance of existing wants—what we call a steady demand. Occasionally, though, a new thing is brought out which gives real service in a new way—patented, trademarked or copyrighted perhaps—that must be specially described and acclaimed.

Clothes and provisions, and the great majority of things offered, however, need no explanation of themselves but merely a story of how well and how much better they can be supplied by the particular advertiser who is putting forth his story.

But there is a type of advertising that adds to the care and skill necessary in all documents working for publicity and persuasion, a hygienic, or possibly moral propaganda. Before it makes headway, or gets much patronage, it must displace some immemorably established article of universal usage.

If some enthusiastic person, for instance, should find to-morrow some plant, or concoct some compound which he avers with great force and plausibility is not only pleasanter to smoke than tobacco is, but which is beneficial to the smoker, while tobacco is hurtful to him, the propaganda would be necessary. For it is only so far as he gets a following that his manufactured product would sell. He will try, therefore, not only to draw the tobacco patrons away from the harmful weed, but he will also scare them away if he can.

Within certain limits, there is no doubt, the vendor of a tobacco substitute could find grounds for saying much against the Virginia plant which Sir Walter Raleigh made so famous. The doctor, though, and the moralists, on its introduction, divided opinions upon it, and one English monarch wrote a counterblast against its use. But the truth in regard to this and other solaces—such as tea

and coffee—is not wholly extreme and one-sided. They all do harm, and to some persons they are especially unsuited, without doubt. In many cases, and perhaps in a large majority of instances (except when used to excess) they are harmless enough. Besides that fact, there is no sort of question that they supply to thousands an unexplainable pleasure. They offset worry and bring contentment in its place. I, at any rate, have seen a woman who was 107 years old who used tobacco all her life, and cared more for it in her last days (even if it shortened them) than for anything else.

Why I mention all this, is not to stop any worthy reform, or to help the sale of tobacco in which I am not at all interested, but to offer a little advice to any advertiser who may find some day a substitute for the Indian weed, when he puts it on the market. And my advice is that he should say in his advertising of it exactly what the truth about the article he tries to displace is, and what its warrants.

To go farther than this will inscrutably weaken the reasonable part of his contention which can be maintained. It is a limited field after all in which an advertising propaganda can go, and no doubt a difficult one to exploit. Still the exact truth will exploit it much better than an untenable and extravagant theory will. For this last soon reveals itself, and when the credulous reader finds out some time that he has been fooled—that an unsubstantial and lurid story has made him its victim—he will be henceforth lost as a patron.

Another trouble is that "substitutes," made on purpose to displace something, are never found to be real substitutes. They don't really ever fill the bill. Things that have become universally attractive, and greatly desired by almost all races of men, if only for three or four centuries, have some lodestone about them, or some magic that is genuine and unique. And this cannot be repeated or furnished by any substance utterly foreign to them.

Not even a low price, or a certainty that some pleasure and benefit are in the new article, will do away with the old and familiar ones. At the most—and that may be sufficient—certain patrons who have half a notion, already to leave the old habit, may be drawn to the procession for the new one. It is very necessary, though, that they shall do so by finding all the advertising promises and conclusions to be of the sort that can be justified.

To make a business by propounding a reform is certainly not easy, for the habits of mankind are very substantial attachments. He who said that "habit is second nature" did not overdo his proverb. It seems to be exactly that. And human nature is one thing that it is very hard to exorcise, or throw overboard. For it constantly comes up. Or—more truly—it never stays down.

It is a knowledge of this and a faith in the truthful appeal that make two of the important factors in producing profitable publicity of all kinds whatsoever. It is so easy to say this, to be sure, that some may call it a platitude. But even the things familiarly known are apt to be, at times, disregarded—and therefore need precept upon precept.

But the veracity called for must surpass that which has extorted Mark Twain's latest truth-telling. Stealing a watermelon from a farmer in Hannibal, Missouri, when he was a boy, and getting safely away with it in a near-by lumber yard, he thought of Washington and the Cherry tree. He was in a quandary at first, but, after whacking it open with a "rock" and finding it was "wholly green," he doubted no longer. So he took it back to the farmer, who couldn't remember all the customers whom he had supplied—and got a fine, ripe melon in its place!

JOEL BENTON.

THE good workman does not talk while he is sawing wood. Afterward the results and his words will combine to advertise his powers.—*Star Monthly Solicitor*.

A SPEAR THAT KNOWS NO BROTHER.

BATTLE CREEK, Mich., June 3, '07.

DEAR SIR—One time a miller hired a professional wheat buyer on a ten per cent commission basis, the agent agreeing to be strictly honest.

The buyer told the farmers that he was their "agent" and got them to pay to him fifteen per cent, and sometimes wouldn't buy their wheat unless they gave him the fifteen per cent and five or seven per cent extra "on the quiet." Then he explained to the miller that he was his "agent."

The buyer turned over the fifteen per cent to the miller but kept the little extras "under the hat." When the miller found it out he forced the untrustworthy buyer to disgorge, and discharged him.

Thereupon the buyer called together other professionals of the same breed and planned to force the miller back into the hateful slavery. He argued that he "created the business" of the miller and threatened to quit buying their wheat if the farmers sold direct to the miller and cut off the graft of the buyer.

Query: What kind of a meek ass would the miller be if he submitted to such impudent tyranny and dishonesty?

The records on file with some very large advertisers will show startling and convincing reasons why they quit employing professional buyers to handle their appropriations, and either established their own agencies or control the one placing the business.

This policy has been forced upon the large advertisers and others will surely follow suit when they learn the true inside of the "Agency" handling their money. I learn that publishers are being pressed by the "Agents" to cut off the commissions to all advertisers placing business direct or through agencies they control, and that the movement is especially directed against the Grandin Agency and myself.

It looks like this might develop into a good, healthy scrap between a crowd of parasites, hanging to the tails of the publishers and masquerading as their "agents," against a growing crowd of men who pay some millions to publishers and have demonstrated their ability to run their business.

Query: Would publishers prefer to cut off large direct buyers and drive them to billboards, street cars and various forms of publicity, with a loss of several millions of dollars a year income to publishers, or face as a certain result "collective bargaining," i.e., a massing of seven to ten of the heavy advertisers with a combined annual appropriation of say five million dollars to be paid out only to such publishers as accept a net, scaled rate with the heart, liver and lights cut out?

Or would it be better to cut off all fake "agents'" commissions and declare a net, scaled rate to any and every one who has the money to pay. The "agents" who agree with their dupes to break down publishers' rates all they can and then turn and pose as "agents" for the publishers, might rave at a net rate, but they cannot possibly reduce

the volume of advertising except by coercing publishers into a withdrawal of customary prices and driving away certain large advertisers.

That would certainly result in large withdrawal of business, which would never come back except at heart-breaking prices. *Once the sword is out there's no use to sheathe it without color on the blade.*

The demand of these "agents" is that the large advertiser be forced to let them handle his money, bend his neck and let them put back the yoke which proved unbearable. *That yoke never will be worn again by any advertiser once he is clear of it,* and the publisher who joins in the conspiracy will find it exceedingly difficult ever again to secure such advertiser's money.

There are plenty of wholesome thinking publishers who do not fear the threats of the combined "agents" but who conduct their business to serve any reputable advertiser who pays his bills promptly. To such the independent advertiser will extend the hearty hand of welcome and support.

Respectfully,

C. W. Post.

FREQUENTLY in advertising it is the lack of straining after originality that is refreshing.—*The Mahin Messenger.*

ADVERTISE Joy; Sorrow has too much publicity.—*Star Monthly Solicitor.*



IT'S TIME SAVED

and an order in your pocket when you show your customer an attractive "dummy" made with Herrick's two-color cuts. **The Herrick Cut Books** containing 300 one and two-color advertising cuts (all original) will give you a thousand money-making ideas. They're 25c., and to business firms only—money back if you're not well pleased.

THE HERRICK PRESS
954 Fine Arts Bldg., Chicago

"NEGLECTED"

Your little folder entitled "I Wonder Why" is just received. I see that you think you have been neglected, and perhaps you have. However, your catalogue was mislaid in moving, and although we have now two offices and greatly enlarged, we have not sent an order to you for some time. Kindly send us another catalogue and we will see what we can do.

C. A. FLEMING,
Owen Sound, Ont.

The recent circular sent out by me entitled "I Wonder Why" has re-opened correspondence with many of my old customers who have drifted away from me for no apparent reason. Probably my competitors offered to meet my prices and give all kinds of credit, but they cannot make the bluff good and conscientiously furnish the same quality of inks. My cost of selling is down to rock bottom, and the customers reap the benefit in the quality I furnish. Who ever heard of Fine Job Inks being sold for \$1 a lb. or 25c. a ¼-lb. can until I threw the bombshell away back in 1894? Send for my sample book and price list.

ADDRESS

PRINTERS INK JONSON

17 Spruce St., - - - - - New York.

4 YEARS FOR \$5

The subscription price of PRINTERS' INK is \$2 a year, but a four years' paid-in-advance subscription can be had for \$5, or four one-year subscriptions for four separate subscribers for the same sum, or twenty for \$20. Some intelligent newspapers find it a good investment to subscribe for copies for their local advertisers. It teaches them how to make their advertising pay, and to become larger and better advertisers

WANTED

An Advertising Manager for The National Home Journal

I want a man who cannot only *command business*, but who knows advertising; knows it in the sense that such men as Thomas Balmer, Robert Frothingham and W. H. Black know it.

THE NATIONAL HOME JOURNAL is seven months old and has a *paid* circulation of 65,000 copies—it will be 125,000 by end of our first year and considerably more later on.

I have ample capital to make this one of the biggest magazine successes in the country.

There is an opportunity here which will lead the right man to fame and fortune.

State age, experience and salary wanted. Address me personally.

THEODORE J. GOE,

Care of THE NATIONAL HOME JOURNAL,

7th and St. Charles Sts.,

St. Louis, Mo.

Now Ready
ROWELL'S
American Newspaper
====Directory=====
1907 Edition

The book has been carefully revised, and is the only work published which contains complete and accurate information, brought down to January 1, 1907, regarding the newspapers and periodicals of the United States and Canada. The present volume is the Thirty-ninth Annual Edition that has been issued, each under the personal supervision of Mr. George P. Rowell.

The 1907 edition of the Directory, for the first time in several years, gives the ratings of all papers in plain figures, and consequently the "key" is unnecessary.

The price of the Directory is \$10.00, expressage prepaid.

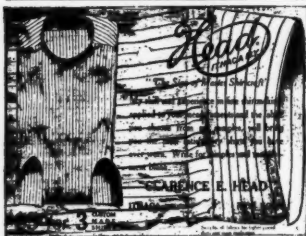
THE PRINTERS' INK PUBLISHING CO.
10 Spruce Street, New York

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 41 UNION SQUARE, N.Y.

LEADERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE, CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

A shirt is a useful not to say indispensable article, but it was never intended as a background for an advertisement. No advertiser would seriously consider printing an advertisement on a real shirt, and why is it any more sensible to print an advertisement on the picture of a shirt? It does



No 1

not work out at all well, as shown by this Head Shirt advertisement, which even in the original was practically illegible and did poor justice to both the shirt and copy. In the advertisement marked No. 2 the shirt is shown to better advantage, and we have a picture of



No 2

the man who wears the shirt, and plenty of room for copy.

* * *

It would be interesting to know just why it is thought necessary to show four pictures of Gray Motors in the small quarter page advertisement reproduced here.

There must be some reason for it or it would not have been done but it really seems as if the advertisement would be very much improved if the space devoted to the four pictures had been utilized by showing one—and making that large enough and clear enough to mean something. Advertisements of this kind are reminders of the old fashioned country store advertisements, in which the merchant thought it was absolutely

GRAY MOTORS

2½ to 40 Horse Power

The High Grade Engine at a Low Price

6 H. P. Complete Outfit \$97.50

Suitable for 16 to 20 foot boats—8 H. P. Engines completely equipped

shafts, wheels, stuffing box, belt-

ting, oil, water, muffler, water-

everything but tank and piping

Built in the most modern and up-to-date plant in the world devoted exclusively to the building of 2-cycle Marine Engines and guaranteed by a responsible firm.

Write for price and description of our 2½ h. p. Motor, the lowest priced 2-cycle Motor ever sold—power above all our Engines

Gray Motor Co.

32 Leith Street,

DETROIT,

MICH.

necessary to mention every line of goods which he carries in the entire stock.

* * *

From time to time this department has endeavored to give the readers of PRINTERS' INK an opportunity to view and admire the most notable and illustrious achievements in the line of advertisement compression. Up to the present time the Marion Iron Brass Bed Company of Marion, Indiana, seems to deserve the blue ribbon, as will be seen by the accompanying reproduction,

This company has succeeded, within the limits of a quarter page magazine advertisement, in introducing two different styles of brass beds, together with a manufacturing plant which must cover at least forty acres—to say nothing of some miscellaneous scenery

Physicians Urge the Use of "Sanitaire Beds"



Don't Sleep on Unhealthy Beds
The bed of cleanliness and purity, of perfect hygienic, restful sleep, is a "Sanitaire" Bed. Made of metal, with a surface so hard and smooth and brilliant as polished marble. No dust nor disease-germs nor vermin can find lodgment in a Sanitaire Bed. Every point is penetrable by fresh air and sunlight.
Every "Sanitaire" Bed is made with studied attention to hygienic construction, strength and beauty of line and finish. Compare a dazzling "Snowy White" or "Sanitaire Gold" metal "Sanitaire" Bed with the dark, heavy, cumbersome structure of a wooden bed. Compare them with other iron beds and see the difference.

The New "Sanitaire" Bed Factory
Is one of the largest and finest factories in the world.
All "Sanitaire" Beds are sold by reputable dealers everywhere.
Look for our "Guarantee Price Tag." You will find it, bearing our trade-mark on genuine "Sanitaire" Beds.
FREE We will send you our illustrated booklet "HOW TO SLEEP WELL," written by Ellen Dean Wade, M.D. Write for it, BABCOCK IRON AND BRASS BED CO., 1110 Sanitaire Ave., Harris, Pa., U. S. A.

in the background. This feat may be equaled in the future; it has not been in the past.

Some people seem to regard advertising as a sort of obstacle race. When they find that the public can, by making a tremendous effort, read one kind of copy, they get extremely busy and invent something still more difficult

Test Dr. Marshall's Catarrh Snuff
One Week at OUR RISK

USE THIS FREE TEST COUPON

25c

to decipher. The Dr. Marshall's Catarrh Snuff advertisement, as reproduced here, is even more hard to read than the ordinary white and black or gray on account of the relief effect. It was very difficult even in the original

to read the text of this advertisement, and the humorous part of it is the coupon at the bottom where you are expected to sign your name and write your address—an absolute impossibility.

* * *

The person who constructed this Fownes glove advertisement, did not intend that it should be

Three things to remember in buying all gloves—
1. Pure silk wears best as well as looks best.
2. Cheap dye injures the fabric, lessens the wear.
3. Get as good a fit in silk as you do in glove or suede, it is just as important. BUT if you are careful to get

FOWNES GLOVES

you can forget all these things because "If it's Fownes that's all you need to know about a glove."
For one hundred and thirty years one ambition, one accomplishment: to make the best gloves in the world for Men, Women and Children.

reduced in this manner, and it is a bit unfair to do so. The advertisement was made for three quarter page magazine space, and in that space it was certainly most attractive in every respect. It is graceful, simple, and practically tells its own story at a glance.

OTHER FELLOW'S MACHINE MADE GOOD.

A woman recently applied to a sewing machine company for a machine to be used on trial. The agent set her down as one who had no intention of really buying, so he sent her a second-hand machine, made by another company, that they had somehow managed to secure in trade.

"That," said he, "will be good enough for her to do her spring sewing on, and that is all she wants it for."

At the end of two weeks the woman called at the office.

"That machine," she said, "is a treasure. It runs easily, and the tucking, shirring and hem-stitching are perfectly beautiful. All the women in our building say they never saw anything so nice. They are going to sell their old machines and buy new ones like it."

The agent nearly collapsed. He tried to induce the woman to look with favor upon the machines made by his own firm, but her affections were fastened upon the sample that he had so fatuously provided. So in order to secure any commission for himself he had to fill an order of eleven machines made by a rival concern.—N. Y. Evening Post.

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (100 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

WANTS.

ILLUSTRATED FARM SERVICE for dailies. Page mats or any way to suit. ASSOCIATED FARM PRESS, 112 Dearborn St., Chicago.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

MAN hunting is our business. If you are competent to earn \$1,000-\$5,000 write for booklet and state position desired; 12 offices. HAFGOODS, 305 Broadway, N. Y.

AGENTS WANTED to sell our Stylographic and Fountain Pens. Write for Catalogue and Agents' discount. J. ULLRICH & CO., Mfrs., Dept. 16, 37 Thames St., New York, N. Y.

PRACTICAL NEWSPAPER MEN WANTED to fill desirable positions now open. We can give every capable man the opportunity for advancement. Send for Free Booklet No. 7. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

NEWSPAPER MEN WANTED—We now have open: Compositors, reporters, Thorne operators, circulation, crew managers, stenographers, advertising agents, solicitors. THE CASTLE SYSTEM, 235 Rialto Bldg., Kansas City, Mo.

WHO wants a business manager who has had experience in almost all departments of newspaper work? Have studied the art of building up a paper on small expense; young, energetic and resourceful. Want to make a change. Address "Box M.," care Printers Ink.

"ADVERTISERS' MAGAZINE"—THE WESTERN MONTHLY should be read by every advertiser and mail-order dealer. Best "School of Advertising" in existence. Trial subscription ten cents. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

I want State Agents in every State to represent the "Office Boy System" on a most liberal commission basis. My plan compels orders—I mean just that. Tell your present occupation and where you can travel. Yours for good ads and good business. "The Office Boy," Box 86, Los Angeles.

WANTED position in business office of newspaper by a young man of 18 years' experience as bookkeeper and manager respectively on daily newspaper with a large job office, in city of 50,000. Can do anything in the business office or take full charge of newspaper and job printing plant. Best references. Address "D66," care American Press, Pittsburgh, Pa.

YOUNG MEN AND WOMEN of ability who seek positions as writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 30 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 471 Metropolitan Annex, New York.

COIN MAILER.

\$2. 00 PER 1,000. For 5 coins **\$3.** Any printing. **\$2.** ACME COIN CARRIER CO., Burlington, Ia.

DIRECTORY OF NOVELTY MANUFACTURERS.

A GENTS wanted to sell ad novelties, 25¢ com. 3 samples, 10¢. J. C. KENYON, Owego, N. Y.



We Make Ad. Novelties that talk LOYALTY and LOUD. List 23 is FREE. Get it now. Adv. Novelty Co., Chicago. Able salesmen desired.



HALF-TONES.

NEWSPAPER HALF-TONES.

2x3, 75¢; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order.

Send for samples.

KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONES for the job press, newspaper or catalogue. Our new location is right in the heart of the city, two blocks from Times Square subway station. **STANDARD ENGRAVING CO.,** Seventh Ave. at Fortieth St., New York.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75¢; 6 or more, 50¢ each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. F. O. Box 816, Philadelphia, Pa.

ADVERTISEMENT CONSTRUCTORS.

A SMALL, soon-over circular, which I gladly send upon receipt of request, often paves the way for me to send samples of my advertising work of various kinds. As an examination of these samples frequently secures a new client, my seeking such opportunities need not be confused with pure philanthropy.

I make Circulars, Folders, Price-Lists, Catalogues, Trade Primers, Circular Letters, Announcements, Mailing Cards, Booklets, Notices, Newspaper, Periodical and Trade Journal Advertisements, etc., etc.

No postal cards, please.
No. 68, FRANCIS I. MAULE, 402 Sansom St., Phila.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

PAPER.

BASSETT & SUTPHIN,
69 Lafayette St., New York City.
Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

BUSINESS CHANCES.

DRUG stores and positions, U. S. or Canada. F. V. KNIEST, Omaha, Neb., U.S.A.

ADVERTISING EXPERT.

PUBLISHERS—I can put your advertising department on its feet. Thirty successful engagements; no failures. J. A. WILSON, Advertising Expert, care Printers' Ink.

PUBLISHING BUSINESS OPPORTUNITIES.

EXCELLENT opportunity to buy Foundation for monthly in good field. Has age and clean reputation; Prints 5,000 copies. Gross business \$5,000. Can be bought for \$3,500. Quick sale desired.

EMERSON P. HARRIS,
Broker in Publishing Property,
263 Broadway, New York.

PRINTERS.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. THE BLAIR Ptg. Co., 514 Main St., Cincinnati, O.

FOR SALE.

FOR SALE—Two-letter linotypes, recently rebuilt, fully guaranteed, immediate delivery. Address "WHITE," care Printers' Ink.

PATENTS.

PATENTS that PROTECT

Our 2 books for Inventors mailed on receipt of 6 cts. stamps. **R. S. & A. B. LACEY,** Washington, D. C. Estab. 1869.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advg. exclusively.

H. W. KASTOR & SONS ADVERTISING COMPANY, Laclede Building, St. Louis, Mo.

THE Styer Publicity Service. Advertising prepared, illustrated and placed. Geneva, N. Y.

THE IRELAND ADVERTISING AGENCY. Write for *Different Kind Advertising Service.* 925 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

ADWRITING.

CATCHY ads saturated with sound business sense will bring results. Just to show you how true this is, I'll prepare four such ads for your business for \$5. **JED SCARBORO,** 557a Halsey St., Brooklyn, N. Y.

PRINTERS' SUPPLIES.

Gordon Press Motors

Just perfected friction drive, variable speed, alternating and direct current Motors for Gordon and Universal Presses. Variations 100 to 3,000 impressions per hour. Write for booklet "P."

GUARANTEE ELECTRIC CO.,
Chicago, Ill.

SUPPLIES.

PRINTERS—Send for our list of type at \$1.00 font; new type at reduced price. **KUESTNER,** 244 E. 125th St., New York.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.
Special prices to cash buyers.

OFFICE PASTE prepared as needed. Try Bernard's Paste Powder; cleaner, better and cheaper than mucilage; mix it as needed with cold water; 2½ carton, enough for 12 months in average office; mailed postpaid to any address for 60 cents. **BERNARD,** 609 Rector Building, Chicago, Ill.

BILLPOSTING AND DISTRIBUTING.

ADVERTISERS interested in the cost of bill board display or house-to-house distributing, as furnished under guarantee of the Associated Billposters and Distributors can get full particulars from Secretary. **CHAS. BERNARD,** Rector Building, Chicago, Ill.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 600-page list price illustrated catalogue. (©) Greatest book of its kind. Published annually. 35th issue now ready; free. **S. F. MYERS CO.,** 47w. and 49 Maiden Lane, N. Y.

POSTAL CARDS.

BLANK Postals, in gangs, for printers. \$1 per M. Samples free. "BEE," Backbay, Boston.

SOUVENIR Post Cards with your ads on \$1 per M. Sample sent. "POINTS," Mt. Sunapee, N. H.

ADVERTISING MEDIA.

TROY, Ohio, has 6,000 people; 4,000 more live on its six rural routes. The **RECORD,** only daily, reaches 7,000 of them. Minimum rate, 4c. inch, net, plates; typesetting, 6c. inch.

BOOKS.

Forty Years an Advertising Agent

BY **GEORGE P. ROWELL.**

The first authentic history and exhaustive narrative of the development and evolution of American advertising as a real business force. The remainder of the edition (published last year) is now offered for sale. About 600 pages. 5x8, set in long primr, with many half-tone portraits. Cloth and gold. Price \$2, prepaid. **THE PRINTERS' INK PUBLISHING CO.,** 10 Spruce St., New York.

PRINTING.

WE print everything correctly, prettily, cheaply. Write now. **PINNACLE PRINTERY,** Middlesborough, Ky.

PROMPT delivery of highest quality printed business forms and advertising matter, is our specialty. Let us estimate on your next order. If your job is a very technical one or requires exactness in all respects we can suit you. **THE BOULTON PRESS,** Drawer 9, Cuba, N. Y.

STEREOTYPE OUTFITS.

COLD simplex stereotyping outfits. No heating of type in the Cold Simplex Stereotyping Process. Superior plates. Booklet for two stamps. **HENRY KAHRS,** 240 East 33d Street, New York.

DISTRIBUTION.

**Mr. Advertiser,
Can't You Use It?**

OUR LIST OF GUARANTEED DISTRIBUTORS covering the United States and Canada like the dew. Our Men will Distribute your Advertising Matter anywhere and to any class of people FOR ONE-FOURTH THE COST OF MAILING. We will handle the business for you, or, if you prefer to make your contracts direct with our Distributors, WE WILL MAIL YOU OUR DISTRIBUTORS' DIRECTORY FREE. WE GUARANTEE AN HONEST DISTRIBUTION, and will pay for matter not so Distributed or destroyed. **WRITE US NOW.** See if we can't do something together. References: Publishers' Commercial Union and Bradstreet.

NATIONAL DISTRIBUTING CO.,
700 Oakland Bank Building, Chicago, Ill.

PUBLISHERS.

Newspaper Publishers

DESIROUS OF INCREASING

Local Advertising Patronage

WILL LEARN OF

A Most Effective Plan

BY ADDRESSING

THE LINCOLN PUBLISHING CO.

38 to 52 S. 4th Street,
Philadelphia, Pa.

Only one paper in each town will be considered.

CARD INDEX SUPPLIES.

GET prices on Stock Cards and Special Forms from manufacturers. Cards furnished for all makes of cabinets. Special discounts to Printing Trade.

STANDARD INDEX CARD COMPANY,
707-709 Arch St., Philadelphia, Pa.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

THE AUBURN "CITIZEN,"
Published by Auburn Publishing Co.,
34 & 36 Dill Street,
AUBURN, N. Y.

Editor Ready Made Department:

DEAR SIR—I am submitting to your Ready Made Department a few sample ads written by me, and which I have clipped from the *Citizen* and *Advertiser* of this city. I have been a student of the Little Schoolmaster of the art of advertising for some years, and have been guided by the principles laid down in it in the construction of all my "publicity" from the first.

Throughout my experiences, and I am more convinced of it now than ever, I have found that any legitimate business, properly exploited, especially through the columns of the daily newspapers, can be made successful. If advertising fails to bring profitable returns there are good, sound reasons why it has failed to do it. One is lack of knowledge of the goods advertised; another is lack of ability to tell plainly, concisely and in a conversational manner the reasons why the commodity is necessary, if not indispensable, to the reader; and still another reason is ignorance of the relative value of mediums. To these I might add another and very important point—display; for good display often will arrest attention even in a poorly worded ad, where an admirably worded one might not be noticed.

Among the clippings submitted are several milk ads. This is a branch of merchandising that is little advertised, but which has in it the possibilities of unlimited exploitation. Everybody uses milk more or less in this country, and everybody would rather use pure, clean milk than milk that has been simply drawn from the cow, run through an ordinary, perhaps more than likely dirty, cloth and then dumped into carelessly washed cans and bottles. Yet, think of the years and centuries that have passed and the subject of clean milk, above all other forms of food, has been about the only one to receive non-recognition from pure food agitators until now.

Leaving out the question of germs and bacteria, Pasteurization removes enough filth, such as deposits on the udder, mucous and stable dirt from a day's supply of milk for a city's consumption to instantly turn one from ordinary milk in disgust. A dealer may exploit aerated milk, certified milk or any other kind of milk, but the true test of Pasteurization is to put any of these through it and its affiliated processes and note the foreign matter extracted. Almost every municipality in the country is demanding Pasteurized milk, and here lies a chance for enterprising spirits to reap the fruits by intelligent advertising.

With best wishes for a wider influence on the part of your paper, I beg to remain, Yours very sincerely,
(Signed) NAPOLEON ROSS.

As Mr. Ross says, one of the first requisites to success in advertising is to know what one is talking about—to know the goods and every argument against as well as for them. In fact it is not uncommon for the adwriter who studies his subject deeply to discover talking points and real selling arguments that have never occurred to the advertising merchant or manufacturer. Mr. Ross' ads are good, as shown by the following reprints:

OUR MILK KEEPS.

The Pasteurization process retards fermentation and our products will keep for days in warm weather where ordinary milk will sour in a few hours. You need not be afraid to feed our milk to your children. Every bottle sterilized, too.

CAYUGA COUNTY DAIRY CO.,
12-16 Franklin Street.

HAPPY BABIES.

Pasteurized milk is the kind that develops sound, happy children. Ordinary milk secured under the usual cow stable conditions is not clean, pure or safe. Pasteurization makes it so, however. Our milk and cream keep in hot weather. Phones 1444.

CAYUGA COUNTY DAIRY CO.,
12-16 Franklin Street.

WHY DRINK UNCLEAN MILK?

There is no excuse for you buying milk that has simply been run through an ordinary cheese cloth after extraction from the cow. Think, too, of the old cans and unclean bottles in which your milk is oftentimes delivered. Our milk is cleansed and purified, and every bottle is sterilized before leaving the building.

Pasteurized Milk. Pasteurized Cream. Cottage Cheese. Buttermilk.

CAYUGA COUNTY DAIRY CO.,
12-16 Franklin Street.

There are few people in Auburn who do not eat Fish on Friday, and fully ninety per cent of those who do eat it know that these great food stores keep the freshest Fish and the greatest variety in the city. We get direct shipments from the docks and the Fish are no more than out of the water than

they are on their way here, packed in cracked ice.

For to-morrow we shall have White Trout, Pike, Pickerel, River Shad, Steak Cod, Steak Halibut, Haddock, Mackerel and Bluefish. Your order will receive careful attention if telephoned.

E. N. ROSS CO.,

148-150 Genesee Street.

AUBURN PUBLIC MARKET,

5, 7, 9 Genesee Street.

The Stores That Sell Good Things.

Money savings mean much to most people. They mean more at our stores than at other marketing places, because every sale made by us carries with it the guarantee of "Ross" quality and we are willing to stand by that guarantee unflinchingly.

To-morrow is special Spring vegetable and fruit day with us. We shall have an unlimited supply and variety with which to supply our trade. As specials, we quote the following:

Bermuda Onions, newly received stock, medium size and dry, pound5c.

Large, Ripe Pines, the kind that usually bring 20c. and 25c. each. We sell them to-morrow at15c.

Ripe Strawberries, large, red fruit and as sweet as it is possible to get them. Full quarts, each18c.

Green Onions, nice, tender little sprouts in good sized bunches, two for5c.

Home Grown Rhubarb, large thick pieces. Get some for sauce or a Sunday pie; pound 4c.; 3 for10c.

Tender Cucumbers, freshly picked, solid and crisp, each,5c.

Home Grown Asparagus, just the kind you have been waiting for. This lot had hardly peeped above the ground before it was cut. No waste; per pound18c.

Limited space will not permit further than mentioning the other things we shall have: Green Peas, Ripe Tomatoes, Spinach, Watercress, Fresh Mint, New Potatoes, Vegetable Plant, Egg Plant, Sweet Potatoes, Celery, Green Peppers, New Cabbage, Fresh Mushrooms, Radishes, Bunch Beets, Bunch Carrots, Boston Lettuce, Curly Lettuce, Wax Beans, Green Beans, Parsley.

Fancy Creamery Tub Butter, 28c.

Skaneateles Creamery Butter, 31c.

Fresh and Smoked Tongue. Spring Lamb.

Creamed Chicken served at our lunch department to-morrow.

E. N. ROSS CO.,

148-150 Genesee Street.

AUBURN PUBLIC MARKET,

5, 7, 9 Genesee Street.

The Stores That Sell Good Things.

Some Impressive Statements As To Volume of Business. From the St. Joseph (Mo.) Gazette.

Pianos By the Mile.

3,016
6
5,280 18,096 (3
15,840
2,256

In the last twelve months we sold 3,016 pianos. They averaged six feet in length apiece. That is 18,096 feet of pianos. There are 5,280 feet in a mile. Therefore, if the pianos we sold in this one year were placed end to end they would reach nearly three and one-half miles. Think of the sunshine, the happiness, the refinement, the educational influence that three and one-half miles of pianos has spread abroad in this land. You say there's no sentiment in business? There is—a whole lot of it. We're proud that it is given us to be distributors of so much home-happiness. We feel every day that we are doing something to make this old world brighter and better.

We will save you \$50 to \$150 on a piano because we have one price and do not give commissions.

J. W. JENKINS' SONS
MUSIC COMPANY,

Eighth and Edmond Sts.,
St. Joseph, Mo.

J. D. Martin, Manager.

Tells the Whole Story. From the Atlanta (Ga.) Journal.

Rompers, 50c.

For the little ones at play, Rompers are the ideal summer garments. Comfortable to a degree, they also save mending, and give almost no end of wear. We have them—all kinds and all sizes.

In Chambray, blue, ox-blood, gray and tan; also in pink and blue checks, neatly piped and made with care. 50c. suit.

Of finer materials, Rompers at 75c.—and in little checks with fancy scallops like hand-embroidery, attractively made with short sleeves and square neck, \$1.

DAVISON-PAXON.
STOKES CO.,
Atlanta, Ga.

THE LOUISVILLE "HERALD."
Geo. A. Newman, Jr., Editor and
Publisher.

LOUISVILLE, Ky.

Editor Ready Made Department:

Would be pleased to have you pass judgment on a part of this Jones & Miller advertisement, which is original with me. I don't remember of ever seeing the idea in print before, and it is new to my staff.

The part referred to brings the notice to *Herald* readers. Would you consider the idea good? The advertisement brought good results, which pleased the advertisers, Jones & Miller Co. Hoping to hear from you, I am,

Sincerely yours,

WM. E. MOFFETT,
The Louisville *Herald*.

I think the idea, as shown in the ad reproduced herewith, is good—for the advertiser at least; editorial endorsement always has been more prized by the advertiser than anything he could say for himself in double the space. But, I am not so sure that it is a good thing for the publisher. It occurs to me that sometime he is going to be asked to do the same thing for an advertiser for whom he would not be so willing to do it. To be sure, he doesn't say that the Jones & Miller Co. will do any better by its customers than will other firms in the same line of business, yet that is exactly the inference that many readers who lack discernment are going to draw. And then, if the publisher does the same thing for every new advertiser, what will old advertisers say about it? And, when it becomes common, will it be of any use to anybody? It seems to me much better for the advertiser to make his own announcements as to when and where he is going to advertise, and to keep out of the ads anything that can be construed as editorial approval. Maybe I am wrong. Will not some other publisher who has tried the same scheme, rise up and give us the benefit of his experiences? Here is the ad:

ICE BILLS CUT IN HALF.
Milk, Fruit, Meat and Vegetables Kept
Fresh Twenty-four Hours Longer
by Using the Bohn Syphon
Refrigerator.

This Refrigerator is sold and guaranteed by the Jones & Miller Co. to give satisfaction or your money back. The Bohn Syphon Refrigerators, when

it comes to quality, have no equal. What you expect of a refrigerator will be realized in this one, and in justice to yourself you should investigate its points of superiority before purchasing one not quite so good. As to price, it is sold for less than some, but for its good qualities it has no equal. We can prove it. The manufacturers of this celebrated Refrigerator are recognized as highest authorities on Refrigeration. The Bohn Syphon Refrigerator adopted by all railroads.

It does not pay to buy poor goods—the difference in price is so small.

To *Herald* Readers: This is the first advertisement the progressive firm of Jones & Miller Co. has had in the *Herald*. They will be represented in the *Herald* each Sunday, Wednesday and Friday, and by reading their announcements closely you will be profited. The *Herald* takes much pleasure in presenting the firm of Jones & Miller Co. to its readers, and predict for them an abundance of new business, which they are so worthy of.

Direct Action Gas Ranges.

JONES & MILLER CO., Incorporated,
The Hardware Store.

316 West Market Street,

In Our Line "It's What You Want
That We Have" At Right Prices.

*As a Rule, Some Good Reason Should
Be Given for a Cut On Seasonable
Goods at the Beginning of the Season.
From the Louisville (Ky.) Evening
Post.*

Raincoats Reduced.

Twenty-five per cent reduction this week on all Raincoats—mostly lightweights. The most practical garment made—absolutely rainproof and stylish all the time. Whatever the weather—fair or foul—you are absolutely safe.

A few days' quick selling will clear our stock. Better hurry.

Blacks, grays or fancies in all the spring form-fitting and body-tracing models. There's no limit to your fancy in styles or sizes. There is a limit in time at these prices:

\$15 Raincoats, \$11.25; \$20 Raincoats, \$15; \$25 Raincoats, \$18.75.

CRUTCHER & STARKS,
(Incorporated.)
Louisville, Ky.

Between May 6 and 18, inclusive, we will refund fares to out-of-town purchasers in accordance with the R. M. A. plan. Out-of-town patrons who contemplate a trip to the races should write us for full information.

L. A. Shafer, a Louisville, Ky., advertising man who has received many bouquets through this department, sends for criticism a real estate ad prepared by him for Varble & Button Co., of that city. It is five columns wide, about 10½ inches deep, and presents a very symmetrical appearance, the center being occupied by a half-tone cut of an attractive house, followed by a very complete description, while above and on each side are arguments for the section in which the house is located, the firm name appearing twice across the bottom. The ad is sure to get attention, but, I believe, will be disappointing to some because it lacks definiteness. For instance, "within a few minutes' ride of Louisville, either by steam or trolley," is not very satisfying to the man who wants to know how far out the property is. "A few minutes," means different things to different people, but "ten minutes," means the same thing to everybody, and, of course, there was nothing to prevent the actual time being given, by both trolley and steam lines. There isn't a price or any intimation of price in the entire ad. There is nothing about sewers, gas or electricity. There is a waste of space in the panels at each side of the cut and in the repetition of the firm name at the bottom. The most satisfactory part of the ad is the description of the house shown in the cut, which runs as follows:

FOR SALE:

The above picture does not do this property justice. To say it's beautiful does not describe it. It is brand-new, has never been inhabited by a human soul. Sits on a beautiful plot of ground covering about two acres. Has six spacious rooms, three of which are bedrooms, and an attic. The dining room is finished in mission oak, with a mission mantel. Natural wood finish in all other rooms. Hardwood floors and cabinet mantels. Equipped for gas or electric lights. Ready for a furnace. Closets in all rooms. Linen closets and a tile bath. A butler's pantry. An extra large kitchen pantry. Large cellar. Large portico in front, always shady. A lattice porch in rear. All built on a stone foundation. Has a deeply bored well. Water is cool and refreshing. A large cistern. An abundance of shrubbery, flowers and shade. Electric railroad station right

at the door. There's not a single feature lacking in the way of comfort, convenience or magnificence. A special price can be had at our office by desirable purchaser. Do not let this opportunity pass unnoticed.

Loan and Building Association Argument. From The Hannibal (Mo.) Courier Post.

Do You Want a Good Partner?

One that will work hard and in the end turns over to you every cent that is made? If you have \$100 as a partner, every time that \$100 earns \$5 from the Hannibal Mutual Loan and Building Association it turns over the entire \$5 to you. Pretty good partner to have, isn't it? Save until you get \$100, then see

J. T. HOLME,
Secretary,
Hannibal, Mo.

None of the Conflicting Statements As To Values So Common in Hat Ads. From the Urbana (O.) Daily Times Citizen.

Lots of Urbana People Buy All Their Hats of Us.

We would like to add you to the growing list. You'll find it to your advantage especially if you appreciate out of the ordinary styles and the best qualities money will buy. We're exclusive agents for

\$5 "Dunlaps," \$4 "Knapp-Felts," \$3.50 "Bancrofts," \$3 "Haws," \$2 "Special," \$1.50 "Durables," \$1 "Rummells" and 50c. Pocket "Kotas."

Each made in the best factory in America devoted to that particular grade. Plenty of hard-to-get brown derbies and narrow-brim soft hats in pearls, grays, fawns, etc. Our department devoted to children's headwear is complete—felt "button" hats for school girls \$1 to \$2, Tam O'Shanter's 50c. to \$2, Etons 25c. to 50c., etc. Buy where the style starts.

BAUCROFT,
4 E. Main St.,
Springfield, Ohio.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LIX.

NEW YORK, JUNE 12, 1907.

No. 11.

First and Second In June Records

PRINTERS' INK in this issue, on page 11, publishes the summary of magazine advertising for June. The two leaders are as follows:

	LINES
The World's Work,	39,341
Country Life in America,	37,537

The top positions of first and second with these 343 pages (no whisky, patent medicine, mining or doubtful financial among them) show clearly what the best advertisers think of **THE WORLD'S WORK** and **COUNTRY LIFE IN AMERICA**. Are both on your Fall list? Doesn't this overwhelming vote of confidence from American advertisers justify an affirmative answer?

A Memo. to Printers' Ink Readers.—You will find some of the reasons for the vote in the Special Fall Plan Number of *The Advertisers' Almanack* ready for your criticism June 17, Bunker Hill Day. It is sent with a little misgiving to the sharps who read **PRINTERS' INK**—but it is sent gladly, just the same; a postal request will bring it.

**COUNTRY LIFE
IN AMERICA**



**THE WORLD'S WORK
FARMING**



**THE GARDEN
MAGAZINE**

DOUBLEDAY, PAGE & Co. NEW YORK.

133-137 East 16th St., New York.

1511 Heyworth Bldg., Chicago.